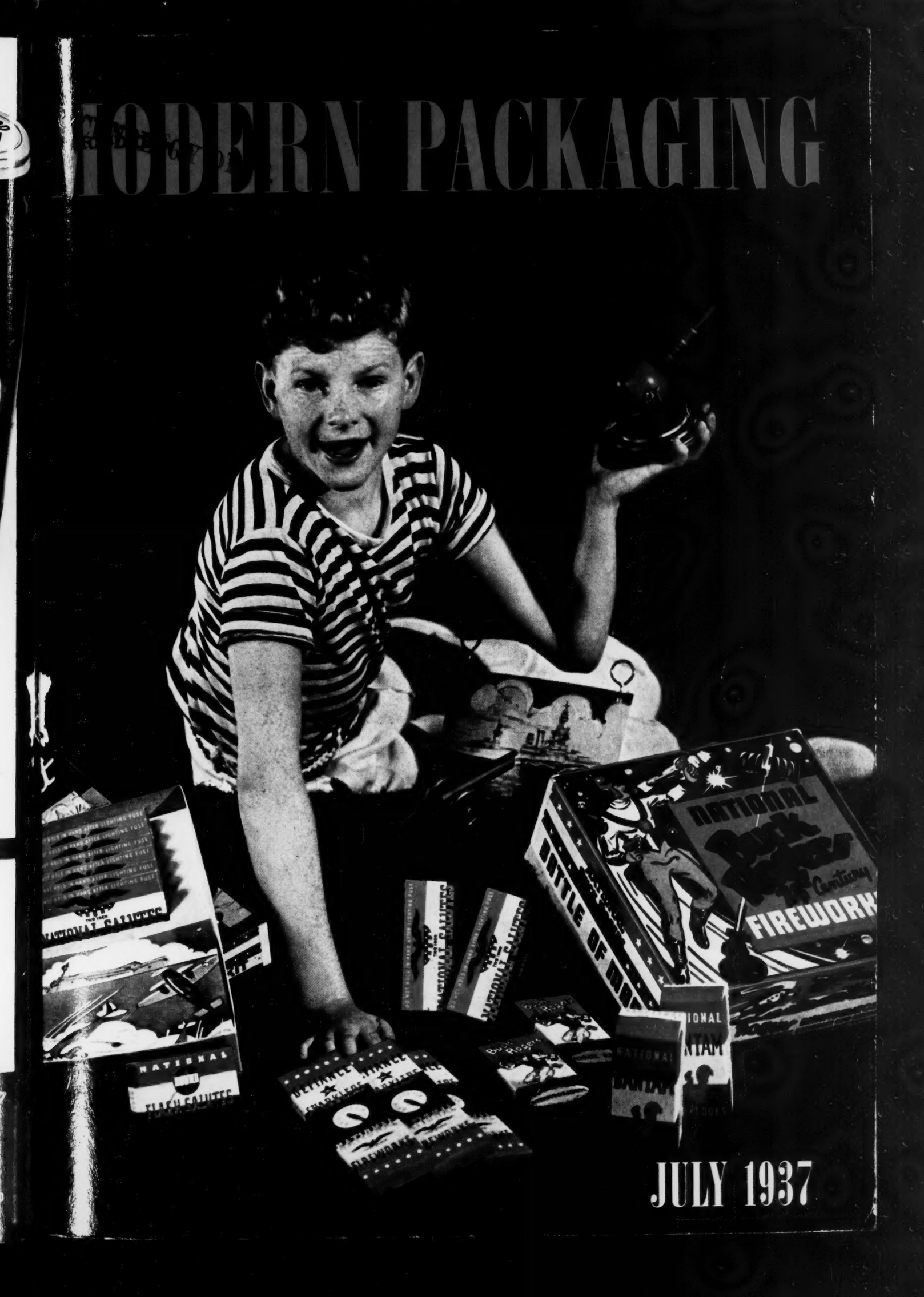
MODERN PACKAGING



JULY 1937

DOES *Your* PRODUCT TELL A SUCCESS STORY?

You can step up your sales with an attractive, modern container — one that actually looks "SUCCESS." Remember, you sell the eyes first! Don't let lack of eye-appeal hold back your product.

(Above) For instance, just compare this new colorful, lithographed varnish can with the former labelled container and your eyes will tell you a story of success. You can *see* the extra selling power of the newer container. Did you know there's an economical answer to the question of redesigning *your* package?

(Below) A handsome, lithographed container is an important factor in this business of boosting sales. This fact is constantly being proved to us by such examples as this redesigned oil container. The manufacturer states the new can was directly responsible for increased sales. Another success story!

LITHOGRAPHY DID THE TRICK!

This container may be small in size but its bright lithography and smart appearance fairly beckon to the prospective buyer. It is a shining example of the added selling power a Canco container can give to *any* product.

Tell us what *your* product is — let us submit ideas and estimates.

CANCO

AMERICAN CAN COMPANY

230 PARK AVENUE, NEW YORK, N. Y.

104 SOUTH MICHIGAN AVE., CHICAGO 111 SUTTER STREET, SAN FRANCISCO

WORLD'S LARGEST MANUFACTURER OF METAL AND FIBRE CONTAINERS

RIOLOGICAL

First Copy

PUBLIC LIBRARY
JUL 24 1937
DETROIT

★ At a busy drug counter where sales are made (and unfortunately, sometimes unmade), your product should always look professional ▸ ▸ ▸ A Phoenix S T Cap is an able aid in giving your package that professional look in the drug store . . . but, more important, it protects your product against too rapid loss of efficacy in the home of the patient . . . and thus functions professionally.

PHOENIX METAL CAP CO.

2444 W. SIXTEENTH ST., CHICAGO 3720 FOURTEENTH AVE., BROOKLYN

MODERN PACKAGING

D. E. A. CHARLTON, EDITOR

C. A. BRESKIN, PUBLISHER

VOLUME 10 NUMBER 11

JULY, 1937

NEXT MONTH

Next month MODERN PACKAGING will present its traditional survey of Gift and Holiday Packaging Trends in an untraditional fashion. In addition to articles on special aspects of Holiday Packaging and dozens of Holiday packages never pictured before, there will appear a complete survey of trends of the *current* season—in which suppliers report on what their clients have placed in the "Thumbs Up" and "Thumbs Down" categories.

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For Bigger Sales

"CEL-O-SEAL" caps and bands perform double-duty for your packages. First of all, they provide additional protection for the flavor and quality of your product. They make your package more air-tight and germ-proof. And when impregnated with your name or trade-mark by du Pont's patented process (U. S. Pat. No. 1997769), they effectively guard against possible illegal duplication of your package.

As a decorative unit, "Cel-O-Seal" caps and bands add eye-appeal to your package and make it more inviting on the dealer's shelf or counter. They are available in a wide range of attractive colors and may be selected to harmonize with other units of your package.

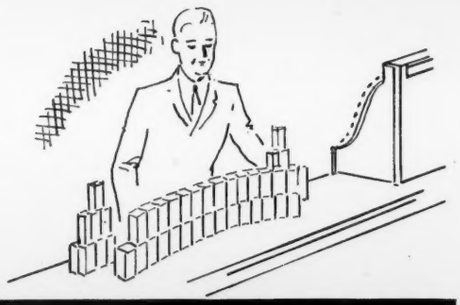
"Cel-O-Seal" caps and bands are applied by hand—eliminating the necessity for special equipment or machinery. They are applied wet, and as they dry, they shrink tightly around the bottle neck, assuring protection for your product until the package is opened. And these dependable seals cost less than half a cent each.

You'll find it profitable to give your package the added security and decoration of these inexpensive double-duty seals. For complete information, samples, and prices of "Cel-O-Seal" caps and bands, write Armstrong Cork Products Company, Closure Division, 916 Arch Street, Lancaster, Pennsylvania.

THERE'S AN ARMSTRONG CLOSURE FOR EVERY SEALING NEED

CEL-O-SEAL
TRADE-MARK
caps and bands
Sold by Armstrong and du Pont

Preferred DISPLAY POSITIONS



ARE ASSURED . . .

BROMO-SELTZER CARTONS BY A.C.M.

WORLD'S LARGEST PRODUCERS OF CLAY COATED BOARD AND CLAY COATED CARTONS

for Bromo-Seltzer. ACM Clay Coated Board and ACM Clay Coated Cartons raise this famous product to new heights of merchandising efficiency. Druggists quickly and conveniently arrange these brilliant packages into all types of attractive window and interior displays. GIANT DUMMY CARTONS add tremendous sales producing power. Securely protected, losses through soiling, effects of light, and breakage are reduced to a minimum. ☆ ACM Clay Coated Board gives a finer, smoother, whiter printing surface. Varnish takes on flashing luster. Small wonder so many outstanding drug products such as Bromo Seltzer, Alka Seltzer, Italian Balm, Dr. West's, Dr. Lyon's, Pepsodent, Listerine, Zonite, and a host of others depend upon cartons expertly designed and fashioned from tough, rigid ACM CLAY COATED BOARD for greater attention and sales. Give your products an *outstanding* sales package. Write today! Ideas, samples, and estimates are yours for the asking.

AMERICAN COATING MILLS, INC.

Main Office and Plant · Elkhart, Indiana

CHICAGO OFFICE • WRIGLEY BUILDING NEW YORK OFFICE • 22 EAST 40th STREET

GROWING—

THERE is no doubt that this company's methods of doing business are pleasing to many users of cans. Demand for Crown Cans is steadily growing in an ever widening circle.

To meet these demands, additional manufacturing facilities have been established at Houston, Tex., St. Louis, Mo. and Madison, Wis. Deliveries are being made from these points for the 1937 season.

Perhaps you, too, would like to know the advantages Crown Cans and Service offer. A representative will gladly give you details, without obligation on your part.

Crown Cans

CROWN CAN COMPANY • PHILADELPHIA, PA.

INDEPENDENT AND HELPFUL

DIVISION OF CROWN CORK AND SEAL COMPANY

Before the days of Mickey Mouse
A package carried just a label
But now it has to entertain
While sitting on the breakfast table.

Remember the thousands of times, as a boy, you read, during breakfast, all the copy on the Shredded Wheat package? ★ Well, the generation of today gets detective stories, high adventure and Popeye in cereal form. ★ Which means that wrapper printers, these days, are almost in the publishing business. ★ If they can't handle Buck Rogers in four colors with a change of scenario every few weeks, they aren't going to get the business.

Of course, there's a lot of wrapper business that doesn't have anything to do with comic strips, but it just shows the trend. Today — the wrapper sells the goods. Any old wrapper won't do — it has to have sales appeal. And the sales appeal depends a lot on the printing.

The larger wrapper printers depend on "3 Point" printing with Kidder Presses for high speed work in five or even six colors. They get faithful reproduction of the pictorial message. They get accurate register — of color upon color, of colors upon paper. They get skillful handling of both lights and darks. That's "3 Point" printing. That's why the printers of 90% of all wax bread wrappers, 60% of all vegetable parchment and 20% of all transparent cellulose use Kidder Presses. That's why, when they have a new wrapper printing problem, they —

Send it to KIDDER

U. P. M. THREE POINT PRESS KIDDER

Write us for information on several hundred standard presses to meet almost any packaging condition. Address U. P. M.—Kidder Press Co., main office at Dover, N. H., or call the New York, Chicago or Toronto office. On the Pacific Coast: Harry W. Brintnall Co. 6901

Up . . . and OVER!

It takes agility, momentum and "pulling power" to carry a pole vaulter over the bar — the same caliber of pulling power that Kimble Vials create in topping the bars of sales resistance and establishing new sales records.

Kimble Glass Vials are designed to accord with modern trends of sampling and packaging. That's why you'll find them carrying the products of progressive manufacturers to every corner of the merchandising world. The versatility and adaptability of these small crystal vials are proven by their widespread use for articles of every description — drugs, perfumes, cosmetics, oils, chemicals, foods, candies, dyes, powders, and scores of other products.

Every Kimble Vial must conform to the highest standards — is retempered and strain-free — assuring safety and dependability in travel and in use. Vials are available for many types of standard and special closures, to meet the modern demand of discriminating shoppers.

Confer with Kimble FIRST on your packaging problems. Watch your sales go UP and your merchandising plans go OVER with Kimble Vials as their fleet-footed carriers!

K
KIMBLE GLASS

• • • *The Visible Guarantee of Invisible Quality* • • •

KIMBLE GLASS COMPANY • • • • VINELAND, N. J.

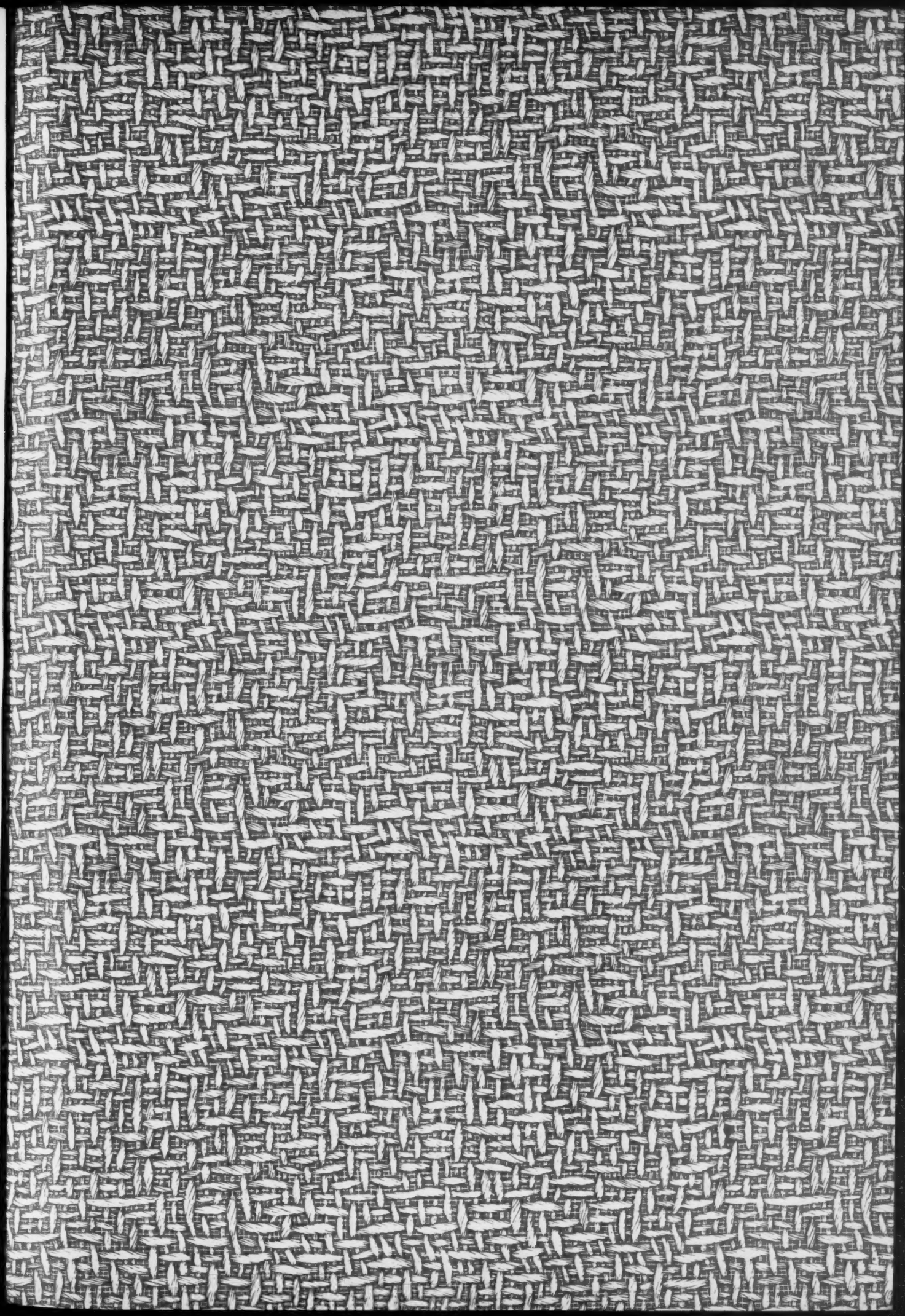
NEW YORK • • CHICAGO • • PHILADELPHIA • • DETROIT • • BOSTON

RECLAMATION

From city waste paper, from country wheat straw, from Southern slash pine—are made folding cartons, corrugated and solid fibre shipping containers and paperboard in the mills and factories of

CONTAINER CORPORATION OF AMERICA

Write to 111 W. Washington Street, Chicago, for an illustrated booklet that describes our plants and products



FABRIKEEN

BOX PAPER

This sample of Handloom 10313 is only one of several fabric effects now made available by Hampden in this new popular priced line of box papers.

It will cost you nothing to investigate this modern box covering. Just send for sample sheets in all the fabric patterns, assorted colors and have your box maker show you sample boxes for your new container.

Hampden Glazed Paper & Card Co.-Holyoke, Mass.

SALES REPRESENTATIVES

New York, N. Y. 60 East 42nd St.	Chicago, Ill. 500 So. Peoria St.	San Francisco, Calif. 420 Market St.	Philadelphia, Pa. 412 Bourse B'ld'g.
Toronto, Canada 137 Wellington St. West	Dallas, Texas 3414 Potomac St.	Seattle, Wash. 1203 Western Ave.	Dillard Paper Co., Inc. Greensboro, N. C

Fred'k. Johnson & Co., Limited - 234, Upper Thames Street - London E. C. 4 England

Close Competition

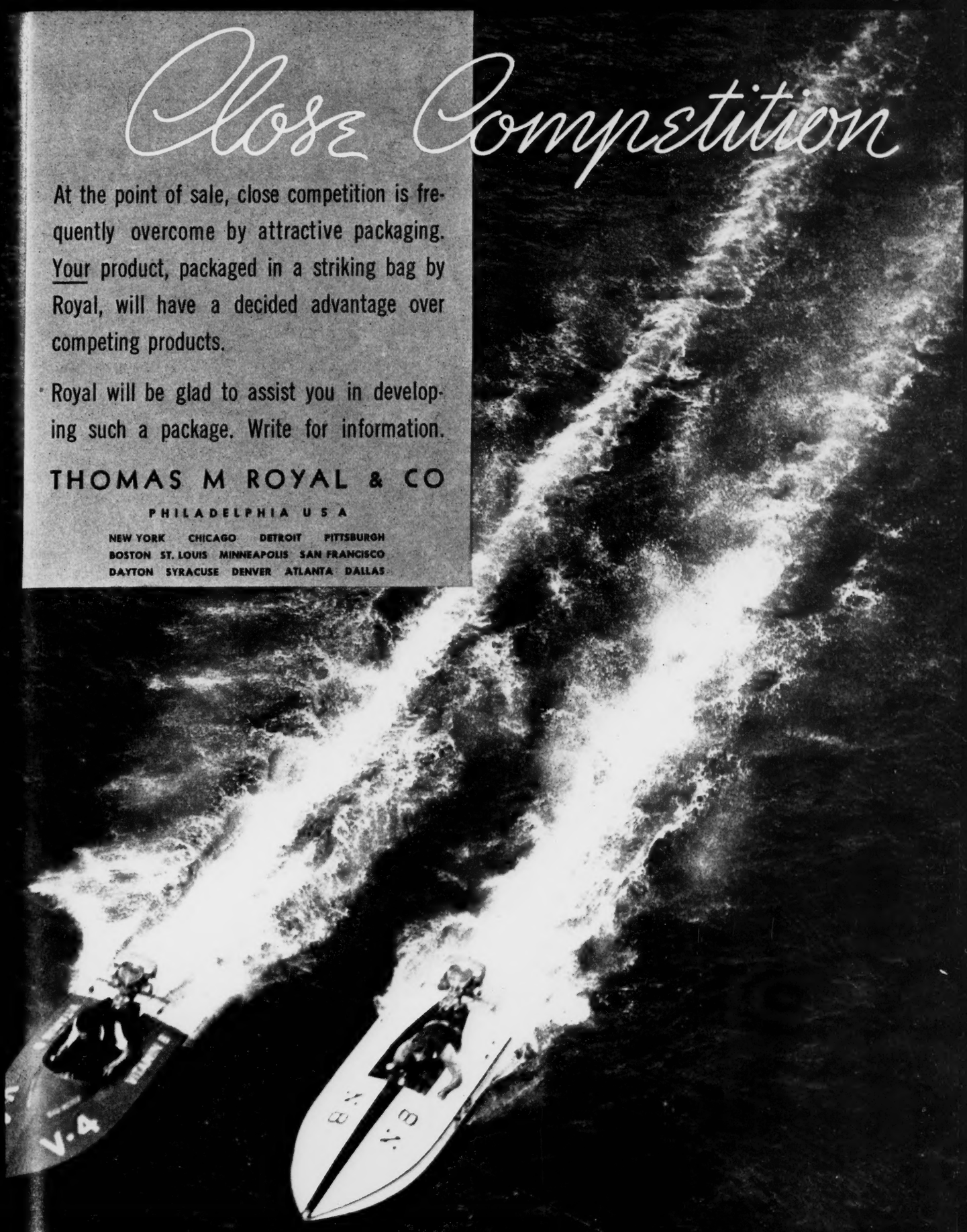
At the point of sale, close competition is frequently overcome by attractive packaging. Your product, packaged in a striking bag by Royal, will have a decided advantage over competing products.

Royal will be glad to assist you in developing such a package. Write for information.

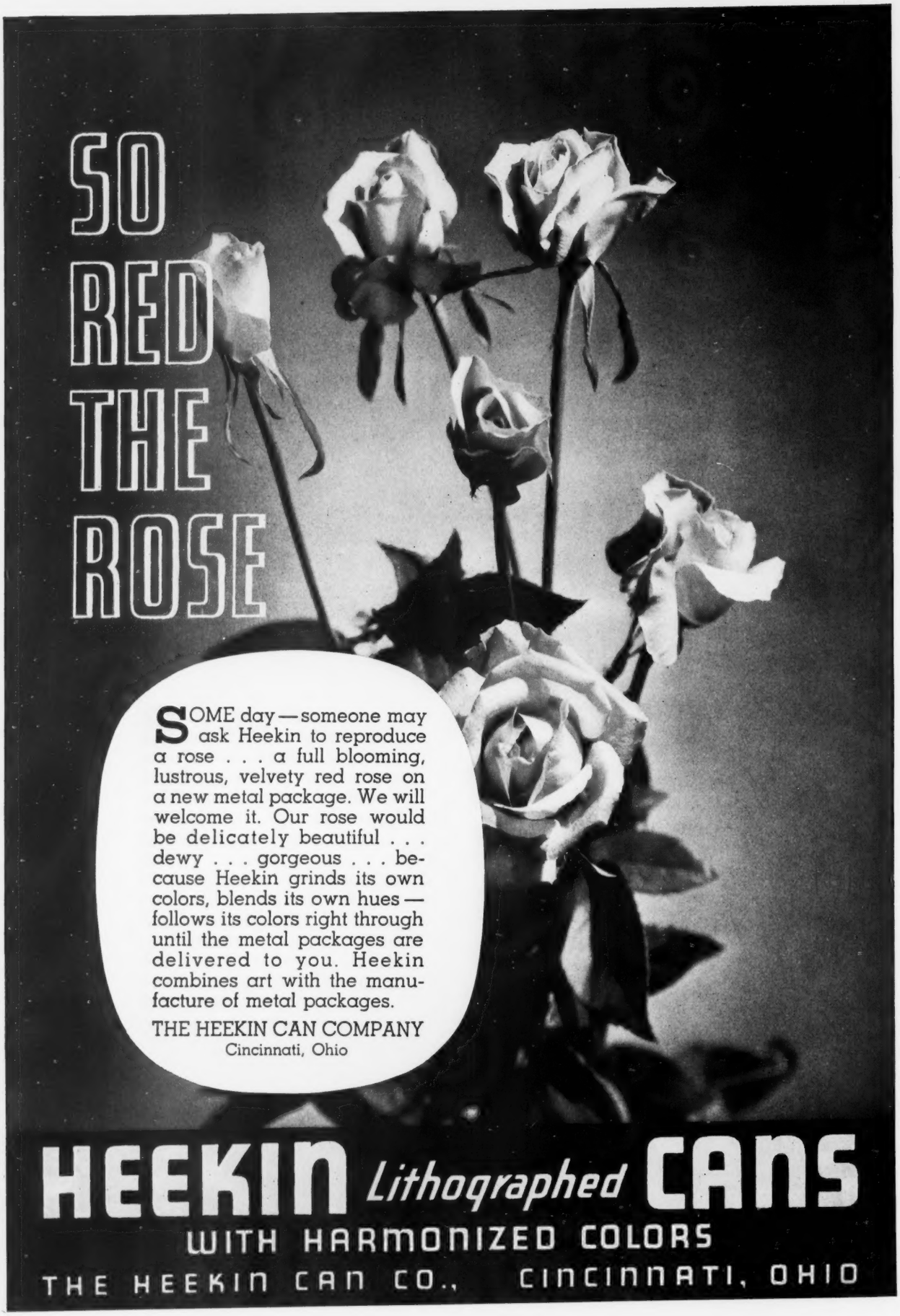
THOMAS M ROYAL & CO

PHILADELPHIA U S A

NEW YORK CHICAGO DETROIT PITTSBURGH
BOSTON ST. LOUIS MINNEAPOLIS SAN FRANCISCO
DAYTON SYRACUSE DENVER ATLANTA DALLAS



PACKAGES by ROYAL


SO RED THE ROSE
SOME day—someone may ask Heekin to reproduce a rose . . . a full blooming, lustrous, velvety red rose on a new metal package. We will welcome it. Our rose would be delicately beautiful . . . dewy . . . gorgeous . . . because Heekin grinds its own colors, blends its own hues—follows its colors right through until the metal packages are delivered to you. Heekin combines art with the manufacture of metal packages.
THE HEEKIN CAN COMPANY
Cincinnati, Ohio
HEEKIN Lithographed CANS
WITH HARMONIZED COLORS
THE HEEKIN CAN CO., CINCINNATI, OHIO

THE CCS LUG CAP belongs to a family of closures which are produced by a company whose every effort is directed toward sealing perfection. It is made with the same exacting care and precision as other CCS Closures. Continuous inspection and unceasing vigilance in fabrication assure perfect sealing and uniform, dependable results.

This attractive quarter-turn seal permits fast production, and consumers like it because it is so readily removed. Enhance the appearance of your product and increase demand with the CCS Lug Cap. Samples for the asking.

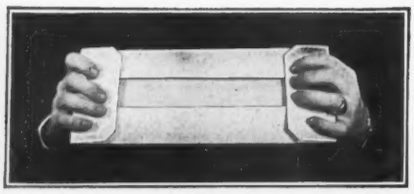
CROWN CORK AND SEAL COMPANY • BALTIMORE, MD.

World's Largest Makers of Closures for Glass Containers

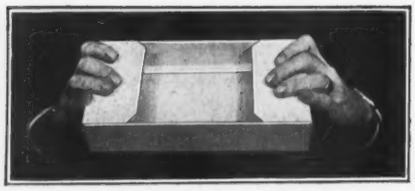
CCS Closures

BETTER SEALING FOR YOUR PRODUCT

A *Simple* TRICK » » » »



1 SIMPLY HOLD LIGHTLY AT ENDS



2 PRESS STRAIGHT TOGETHER

3 PUSH DOWN FLAPS WITH FINGERS

The above is a quick and easy way of assembling a sturdy packing box. A method by which you can save four-fifths of your valuable storage space; by which you can save time in assembling boxes; by which you can save costly lost motion in your packing department. As applied to your business, this method is well worth further investigation. Simply drop us a line --- TODAY --- For complete information.

Trade Mark
Made Under License In All Parts Of
The U. S. A. and Canada

SIMPLEX PAPER BOX CORPORATION

LANCASTER, PENNSYLVANIA

"The Solution to the Set-Up-Box-Problem"

Making the Counter

THE retail dealer passes final judgment on your display container. It will "make the counter" if it meets with his approval, for he wants material there that will sell goods.

"U-S" knows counter merchandising, and can apply that knowledge with a two-fold purpose:

(1) To do justice to your product.

(2) To win dealer approval.

Trust "U-S" to help your product "make the counters" of the nation's stores. There is where you will find the display container illustrated on this page, designed and produced by "U-S" for Libby's Cocktail Spreads.

The UNITED STATES PRINTING & LITHOGRAPH COMPANY AND DIVISIONS . . . . . .

HOME OFFICE: CINCINNATI, 312 BEECH STREET

SALES AND SERVICE OFFICES:

ATLANTA
BALTIMORE
BOSTON
BROOKLYN
BUFFALO
CHICAGO
CINCINNATI
CLEVELAND
DETROIT
(Dearborn Station)
ERIE, PA.
INDIANAPOLIS
LOS ANGELES
KANSAS CITY
MILWAUKEE
MINNEAPOLIS
NEWPORT, KY.
NEW YORK
PHILADELPHIA
PITTSBURGH
SAN FRANCISCO
SEATTLE
ST. CHARLES, ILL.
ST. LOUIS

★ AMERICAN LITHOGRAPHIC DIVISION
★ ATLANTIC LITHOGRAPHIC & PRINTING DIVISION
★ DONALDSON LITHOGRAPHING DIVISION
★ ERIE LITHOGRAPHING & PRINTING DIVISION
★ PALMER ADVERTISING SERVICE DIVISION
★ W. F. POWERS DIVISION
★ THEO. A. SCHMIDT LITHOGRAPHING DIVISION

What consumers do for a living doesn't worry the package designer. They all "spark" to sparkle.

These packages prove it. All are as different in their use and market as hay and hamburg. The thing they have in common is the *sparkle* of Aluminum ink.

As background, accent color, or lettering, Aluminum gives designs a lift, enriches the whole job. Not just on metal containers; boxes, labels, wrappers, too, are printed with Aluminum ink.

We make no ink, but we do prepare Alcoa Albron Paste and Powder, the extra fine pigment used by manufacturers of brightest Aluminum inks. You will get best results when it is specified. ALUMINUM COMPANY OF AMERICA, 2129 Gulf Building, Pittsburgh, Pennsylvania.

ALCOA ALBRON

ALCOA ALBRON PASTE AND POWDER FOR

ALUMINUM INK

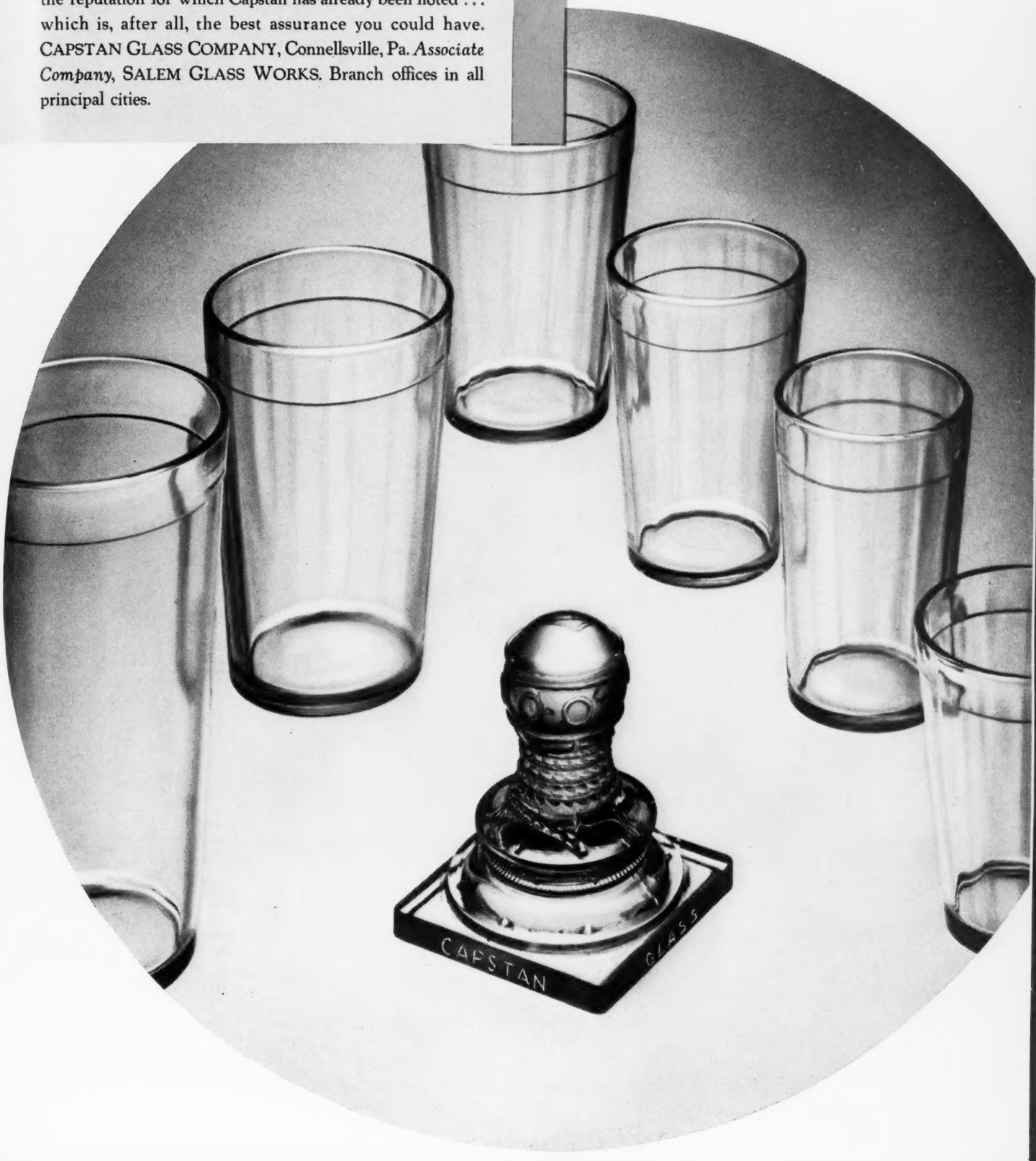
TO OPEN USE ANCHOR OPENER
OR ANY HOOK BOTTLE OPENER
TO REMOVE LIFT OPENER
TO CLOSE PRESS ON
PUNCTURE, THEN LIFT OFF WITH ANY HOOK OPENER

Anchor Caps

WITHIN THIS CIRCLE are exactly the right types of caps for hundreds, yes thousands, of different products! A correct combination of material, cap style, type of liner or sealing gasket, protective coating and decoration results in a seal for your product that will do its job, not 90% or even 99% but 100%. It might almost be said that Anchor's long experience with sealing requirements of all different types of products gives you a tailormade closure, one built to order, for your own particular situation... whether that calls for a simple cover cap or an airtight, vacuum type of closure . . . one that provides maximum sealing protection and attractiveness, as well as meeting the pocketbook limits you may have set. ANCHOR CAP & CLOSURE CORPORATION, Long Island City, N.Y.; Toronto, Can. Branch offices in all principal cities.

Capstan Glass

YOU know what constitutes *quality* in commercial glassware . . . clearness, sturdiness, uniformity, accuracy and such. But whence comes this *quality* and how can you assure yourself of getting it? ¶ Well, quality springs from a happy alliance of men and machines. Skilled Capstan glassmakers working in conjunction with Capstan's modern facilities and glass-making machinery provide the basis for producing quality glassware. From that point on, it is simply a case of care in manufacture and a determination to uphold the reputation for which Capstan has already been noted . . . which is, after all, the best assurance you could have. CAPSTAN GLASS COMPANY, Connellsville, Pa. *Associate Company*, SALEM GLASS WORKS. Branch offices in all principal cities.



GREASENE CARTONS *can take it!*

. . . NO INSIDE LINER OR INNER WRAPPER . . .
BUT PROPER GREASE PROTECTION

GREASENE is available in different grades depending upon the degree of grease resistance required by your specific product. GREASENE "A" is adaptable to such items as bacon, sausage, raw dough, jelly, cheese, meats, soap flakes and powder, cocoanuts, salted peanuts, nut meats, etc. GREASENE "B" is suitable for such items as crackers, cakes, potato chips, coffee, doughnuts, licorice, marshmallows, etc. Metal parts, leather products treated with oil or grease can be packed in GREASENE.

It's accomplishing a lot when you can safely place prepared cake flour directly into a carton that has no inner bag or pasted liners—it's saying still more when a nationally known user is "tickled pink" by the way this carton has so economically solved the problem of grease protection.

Perhaps you don't package cake flour—yet if you package anything with a grease or oil content, GREASENE has a story for you.

GREASENE is a story of THRIFT achieved by eliminating costly linings. It's one of QUALITY—the quality of your product, faultlessly maintained. It's one of BEAUTY—the beauty of your package unmarred by the stains and spots that slow salability.

"GREASENE has been sold for some time and has been found most satisfactory for such purposes as packing bakery goods, meats, etc.; however, as everyone's problems are different, customers must make their own experiments and tests so as to determine the fitness of this material for their own particular use."

Tell us your product. We will gladly send samples of GREASENE for your experimentation.

GREASENE is a development that can be incorporated into most any of the better grades of boxboard. It is used in shipping containers, cake caddies, bacon and candy boards and individual folding cartons.

GREASENE

Trade Mark Reg. U. S. Pat. Off.

Cartons and Carton Board

Products of The GARDNER-RICHARDSON COMPANY, MIDDLETOWN, OHIO

Sales Representatives in Principal Cities

You'll like their *Chewy-Soft, Creamy-Rich Freshness*

Say, don't I rate a Kraft Caramel?
KRAFT Dairy-Fresh CARAMELS
A KRAFT-PHENIX PRODUCT
MADE WITH RICH FRESH MILK
Creamy Rich Chewy Soft
KRAFT Dairy-Fresh CARAMELS

The manufacturers of Kraft Dairy-Fresh Caramels may well be proud of the record-breaking success they have achieved in the sale of Kraft Caramels.

For their protection and to keep them Dairy-Fresh, they are wrapped in

Moistureproof

SYLPHRAP

(Reg. U. S. Pat. Off.)

Sylvania Cellophane

"Quality's Best Attire"

MANUFACTURED BY

SYLVANIA INDUSTRIAL CORPORATION

Executive and Sales Offices: 122 East [illegible]nd Street, New York

W[illegible]: Fredericksbu[illegible]e

BRANCH SALES OFFICES
427 West Randolph Street, Chicago, Ill.
120 Marietta Street, Atlanta, Ga.
809 Santa Fe Building, Dallas, Tex.
201 Devonshire Street, Boston, Mass.
260 South Broad Street, Philadelphia, Pa.

PACIFIC COAST
Blake, Moffitt & Towne
Offices and Warehouses in Principal Cities

CANADA
Victoria Paper and Twine Co., Ltd.
Toronto and Montreal

THESE METERS MEAN BETTER CARTONS FOR YOUR PRODU

This is the Air-Conditioning switchboard in the control room of the giant new White Pigeon plant of the Eddy Paper Corporation.

And it is these little meters that are setting new standards for carton quality today. For they control the conditions under which Air-Conditioned BEND-WELL Clay-Coated Board is made . . . the finest carton board available because it is made under the most advanced conditions of temperature and humidity control in the world's newest and finest coating plant.

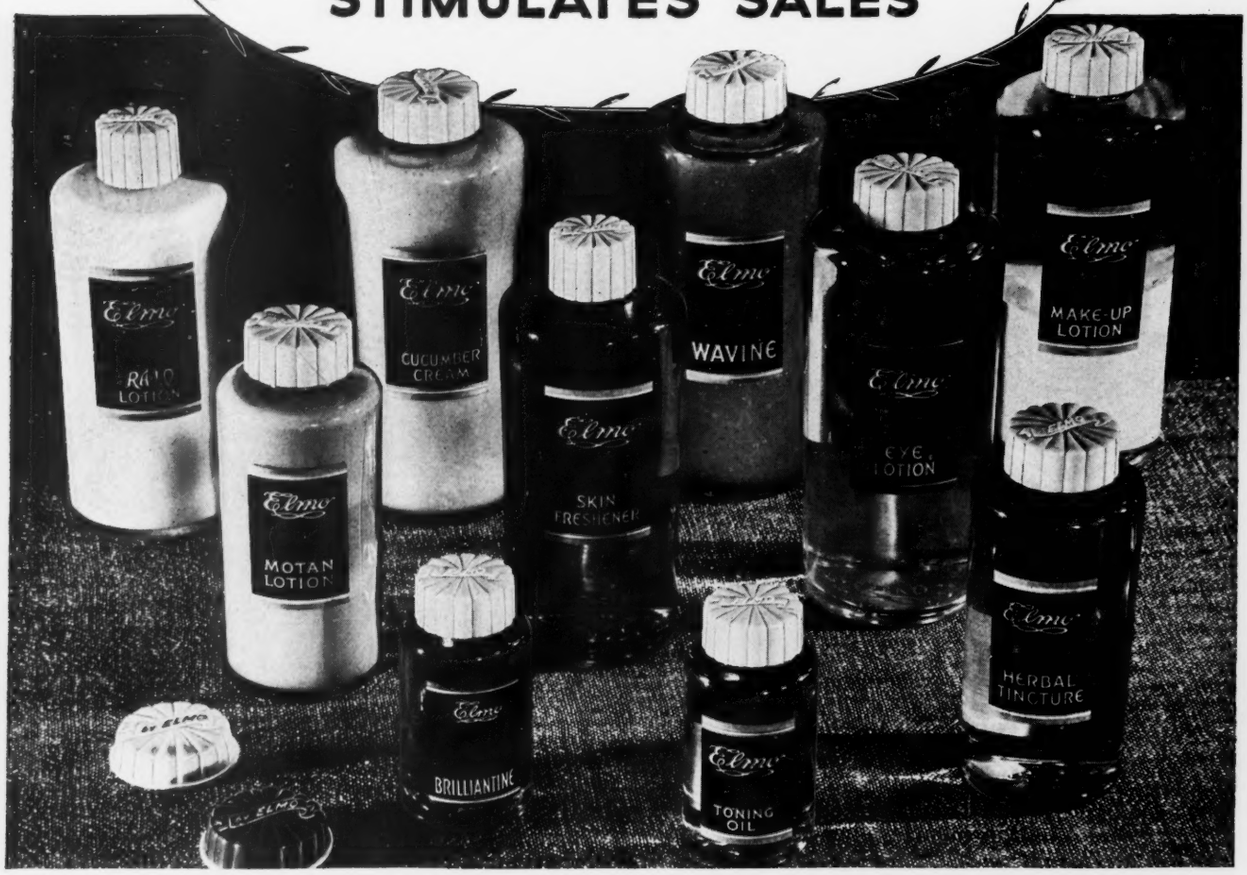
When you plan your new carton, specify a clay-coated board, of course. But don't stop there. Make certain that you get the only Air-Conditioned Clay-Coated board, Eddy Paper Corporation's BEND-WELL BOARD.

AIR-CONDITIONED
BEND-WELL
CLAY-COATED BOARD

THE EDDY PAPER CORPORATION

General Offices and Plant: White Pigeon, Mich.
Chicago: Palmolive Building
New York: Postum Building
We Do Not Manufacture Folding Cartons

Beauty
STIMULATES SALES



ARMSTRONG'S Artmold Caps add the finishing touch of beauty to the attractive ELMO packages illustrated above. Specially molded to harmonize in both design and color with the other units in the ELMO group, these smart caps appeal strongly to the feminine eye, and give each package an additional note of distinctive appearance that invites sales.

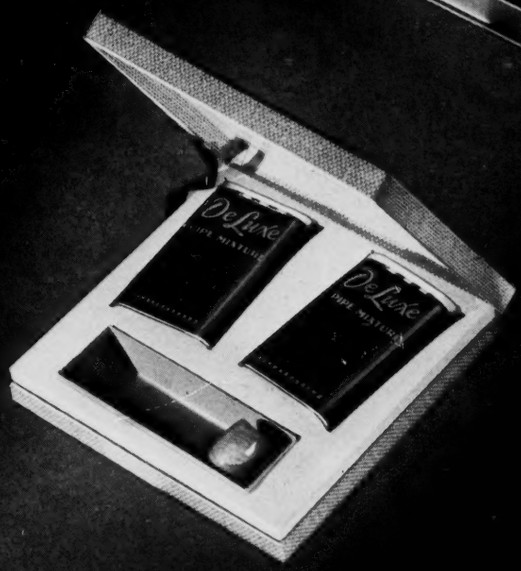
Besides adding beauty to packages, Armstrong's Artmold Caps possess many other important advantages. Their carefully formed threads accurately engage the glass finish of the bottle neck to produce a tight seal. As a result, these caps can be relied on to give your product dependable protection. Another advantage is the ease with which these efficient closures can be removed and replaced by the most delicate feminine fingers. Women not only find them easy to use, but they also like the soft, satin-like texture that is a result of a carefully controlled molding operation and the use of high quality molding compounds.

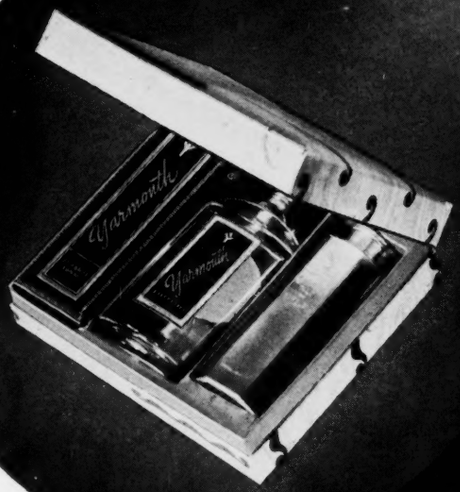
Let Armstrong's Artmold Caps help give your packages the kind of beauty that builds greater sales. For complete information, send for your copy of the new closure catalog, "Better Seals for Better Sales.' Write Armstrong Cork Products Company, Closure Division, 916 Arch St., Lancaster, Pennsylvania.

ARMSTRONG IS CLOSURE HEADQUARTERS

Armstrong's
ARTMOLD CAPS

SEE SEELEY
for outstanding
"SET" BOXES





For your fall and holiday promotions, consider the extra sales and display value of a "set" box...combining several items of your line or your own and other related items into a set of irresistible gift appeal.

Here at Seeley, we've had a lot of experience with "set" boxes. We know the tricks of making them—at minimum cost—with maximum effectiveness! Our varied equipment permits us to make every size and shape under our own roof! And our merchandise-minded designers will gladly aid you in planning for successful sales. See Seeley...for outstanding "set" boxes!

SEELEY TUBE and BOX COMPANY

360 THOMAS STREET **NEWARK, N. J.**

Seeley...leader in "set-up" boxes of all kinds, also manufactures a complete line of fibre cans (all-fibre and composite) for the drug, insecticide, chemical, food, textile, wire, and baking industries.

DELIVERED QUALITY INSURED

THE PROCESS: A simple mechanism, adapted to high-speed "straight-line" production, sterilizes the cap, the exposed surfaces of the product and the container, with dry live steam . . . creates the highest commercial vacuum possible on hot or cold goods . . . and hermetically seals the package in a single operation.

Apple Butter—one of the most perishable delicacies—is afforded complete protection by Vapor-Vacuum* Sealing with WHITECAP Closures. Providing a sterile, hermetic seal of higher vacuum, the exclusive Vapor-Vacuum* Sealing method *prevents* mold and fermentation in the head-space, with resultant loss of flavor and color. Insurance that the *delivered* quality of your product is the same as that in your cooking kettles. White Cap Company Engineers will gladly explain the production and sales economies of Vapor-Vacuum Sealing.

*Trade Mark of White Cap Company

SO EASILY UN-CAPPED

VAPOR-VACUUM SEALING

SO EASILY RE-SEALED

WHITE CAP COMPANY

NEW YORK CITY CHICAGO SAN FRANCISCO LONDON, ENGLAND

RETIRED WITH HONOR!

PACKAGING

FARBO CELLO WAX for FLOORS
DRIES WITH A LUSTRE WITHOUT RUBBING
FOR ALL Car FINISHES
MOBO Improved AUTO POLISH
CLEANS and POLISHES
DRIES TO A LUSTRE WITHOUT RUBBING
CELLO WAX FOR FLOORS
MOBO
STREAMLINE AUTO POLISH
FOR SYNTHETIC AND ALL OTHER FINISHES

GOOD OLD TROUPERS THESE . . . that blazed the trails of trade for famous lines! . . . Now retired with honor . . .

REPLACED with the touch of Modern Design which is the motive power of 'NATIONAL' Packaging.

'NATIONAL' artisans will give Your product the renewed challenge of modern dress • a PACKAGE that revives appeal!

Inventory YOUR Designs

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Packages that Create

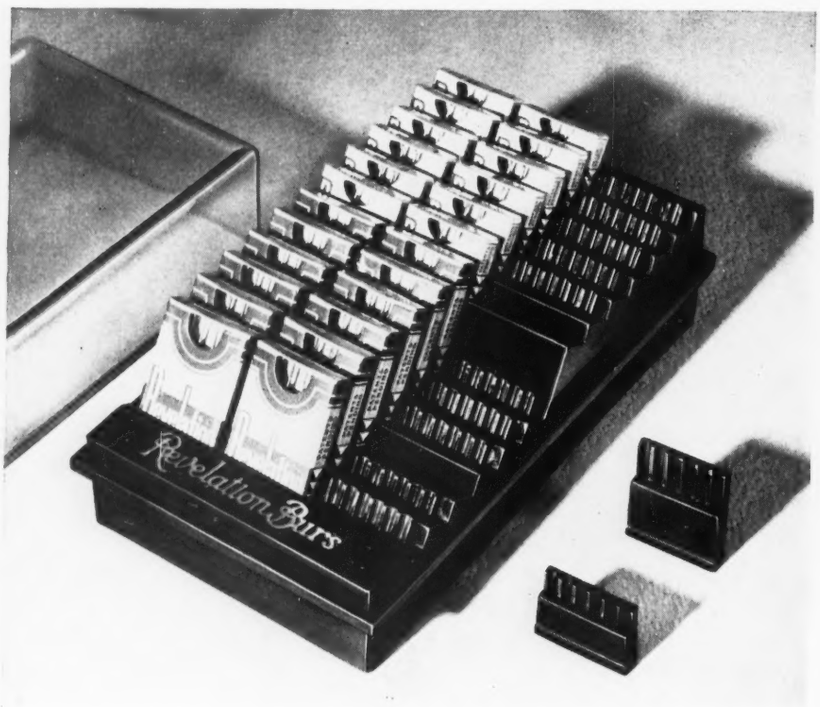
LASTING BRAND-PREFERENCE

BAKELITE Molded packages of the utility- or dispenser-type, are proving highly effective in converting *casual* purchasers into *life-time* customers. When specifically designed for the manufacturer's own commodity, these lustrous, serviceable containers provide strong incentive for continued refill purchases of the same brand.

Two outstanding characteristics of Bakelite Molded adapt it especially to this type of packaging. Firstly, it is obviously a quality material... lustrous; colorful; pleasant to the touch; light-weight, yet durable; resistant to marring or deterioration. Secondly, it may be readily formed into nearly any shape, and reproduces unusual designs at practical costs.

Examples of modern "dispenser" packages made from Bakelite Molded are illustrated. Each is designed for a specific brand of merchandise, and effectively planned to promote continued use of the product. In addition to this type of packaging, dual-use containers, jars, boxes and closures of many kinds acquire added display and merchandising values from the use of Bakelite Molded.

We invite you to write for our comprehensive booklet 8C, "A Guide to Modern Packaging with Bakelite Materials", containing useful information and suggestions.



(Above) Bakelite Molded dispenser designed exclusively for use with Waterman's Ink bottle. Molded by Boonton Molding Co. for L. E. Waterman Co.

(Left) Bakelite Molded container which provides convenient storage for full range of Revelation Burs. Product of S. S. White Dental Mfg. Co. Molded by Niagara Insul-Bake Specialty Co., Inc.

BAKELITE CORPORATION, 247 PARK AVENUE, NEW YORK, N.Y.

BAKELITE CORPORATION OF CANADA, LIMITED, 163 Dufferin Street, Toronto, Canada *West Coast:* Electrical Specialty Co., Inc., 316 Eleventh Street, San Francisco, Cal.

BAKELITE

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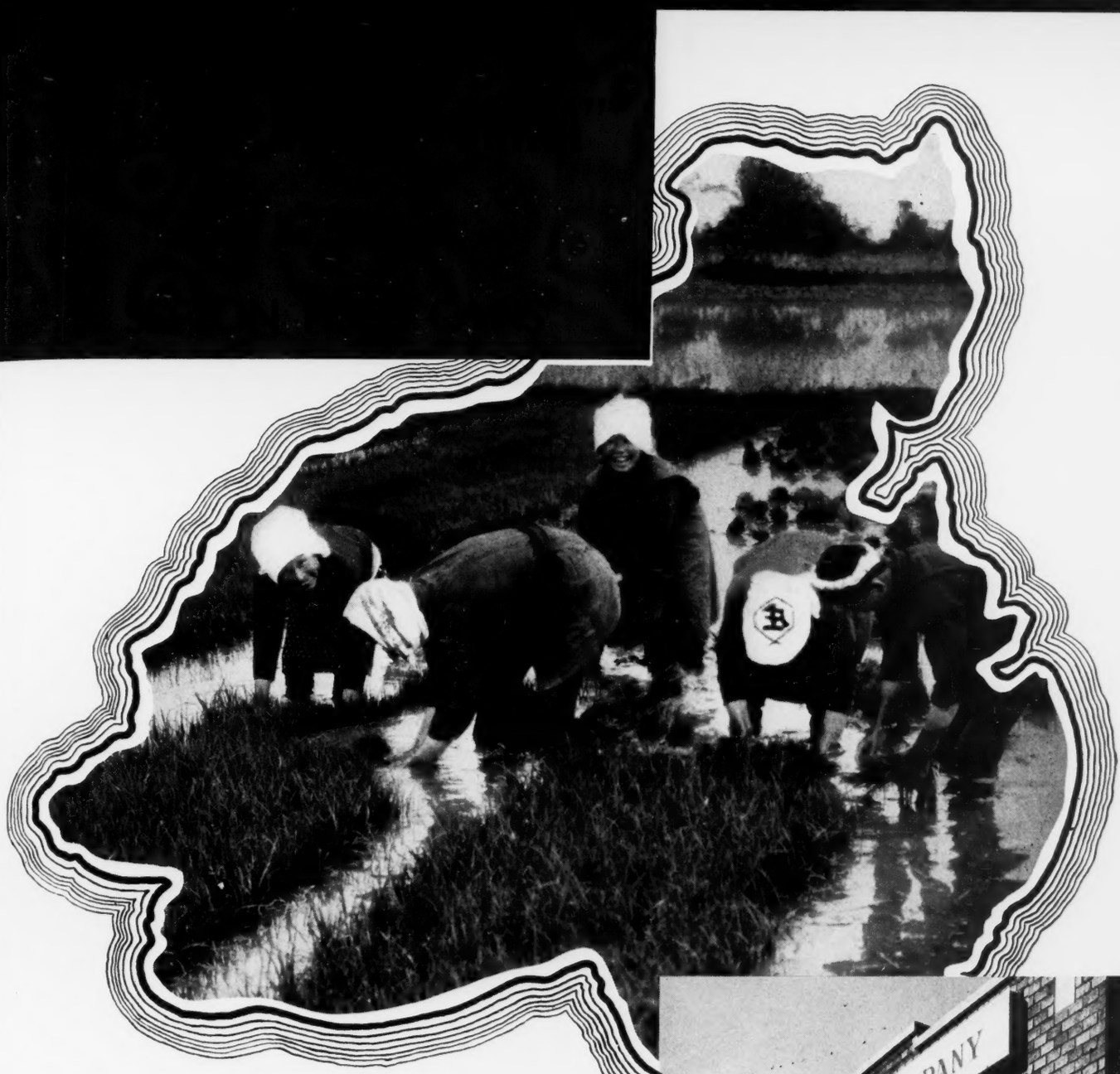
"The registered trade marks shown above distinguish materials manufactured by Bakelite Corporation. Under the capital "B" in the numerical sign for infinity, an unlimited quantity. It symbolizes the infinite number of present and future uses of Bakelite Corporation's products"

THE MATERIAL OF A THOUSAND USES



*perhaps not "ALL" the rice, but . . . . . .

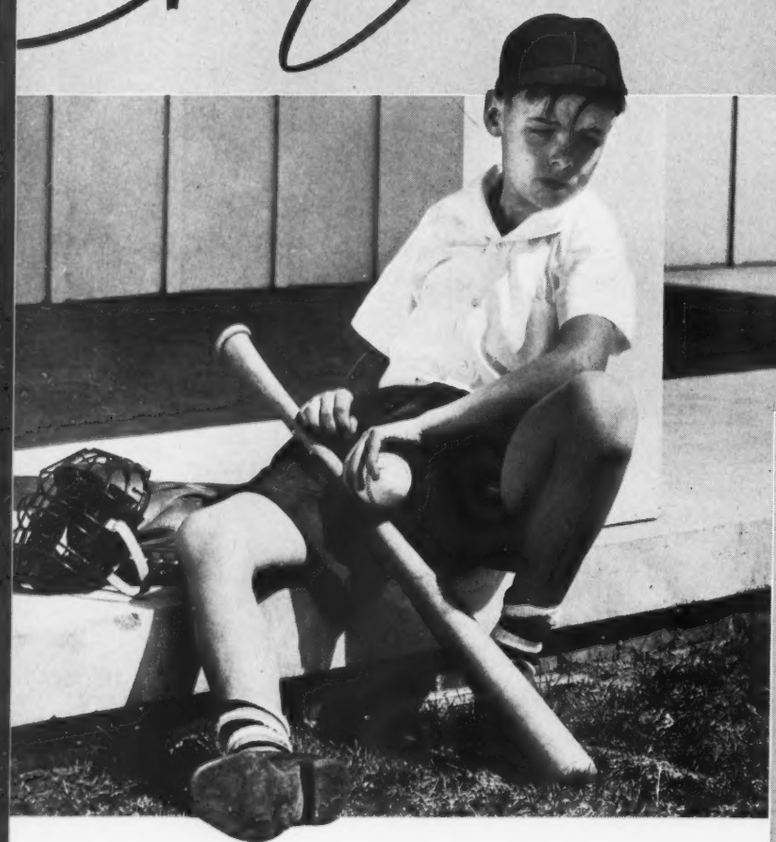
We hope this headline gives you an impression of our size. Another way of putting it would be to say that our plant is one of the largest fibre can plants in the industry . . . and that the Sefton Fibre Can Company is one of the largest single factors in its industry.

But don't let that frighten you. We "got that way" by carefully cultivating literally *thousands* of customers . . . some large, but many small and medium sized.

And we "stay that way" by continuing to render Sefton Service . . . creative help that makes your packaging easier and more profitable. Wherever you're located, you'll find a Sefton representative in your nearest large city. Just check your classified phone book under Cans-Fibre or wire us direct. A trained, merchandise minded Sefton man will be on your doorstep within twenty-four hours at the most.

HAS YOUR PACKAGE AN

Inferiority Complex?



AN

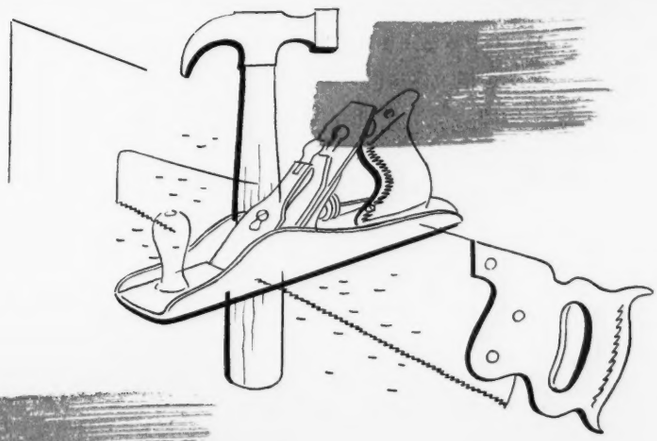
OWENS-ILLINOIS

SALESPACKAGE IS A SURE CURE FOR BACKWARD SALES

Shy and bashful—yet how he longs to get in there and "*pitch.*" Some packages are like that, too. Instead of boldly commanding attention by standing out on crowded counters or shelves, they seem to be waiting for someone to push them forward. People don't buy unless they have confidence in the product—and a great part of that confidence is gained by an attractive, modernly designed package. Owens-Illinois is thoroughly experienced in producing *Sales*packages—the kind that really sell in addition to *contain.* Bring your container, closure, label or carton problems to Owens-Illinois Glass Company. Sales offices located in most large cities.

The Common Sense line — in all popular sizes, lighter in weight — offers opportunity for distinctive labeling. Shown with C.T. cap and 63 mm Knife-Opening.

JULY 1937 VOLUME 10 NUMBER 11



THE HARDWARE INDUSTRY

THE FIRST OF A SERIES OF SURVEYS OF INDUSTRIES TO DETERMINE PRACTICES AND TRENDS IN RESPECT TO PACKAGE AND DISPLAY UTILIZATION

CONDUCTED BY MODERN PACKAGING'S
INSTITUTE OF PACKAGE RESEARCH

WHY A HARDWARE SURVEY?

PERHAPS NO OTHER "billion dollar" industry serving the retail consumer presents so great a difference between the packaging standards that actually exist in the trade and those that might exist were the best modern practices followed. True, there are many exceptions—packages and displays and even whole lines that would stand up to those of any other industry in product protection, display value, utility, construction, design, etc. But these outstanding packages literally "stand out" above a welter of poorly conceived and poorly designed *substitutes* for packages in a field where the general level is many years behind the times.

This fact, somewhat more than merely suspected when the survey was initiated, was confirmed and emphasized, time and again, as the work of investigation progressed.

It has been our purpose, therefore, to measure "backwardness" to the best of our ability, to analyze its causes, seek out its effects and point the way, if possible, to the means of eliminating outmoded practices and achieving a saner use of packages and displays as a tool of merchandising.

In the process of doing this, MODERN PACKAGING'S Research Institute Staff has secured the willing cooperation of hundreds of hardware manufacturers, wholesalers and retailers and of a large number of package suppliers and designers. In addition to individual acknowledgment, throughout the pages that follow, we wish to take this opportunity to thank all those without whose help this, we hope, constructive survey would have been impossible.

On the following pages, we present: First, a quick measure of the industry in terms of output and outlets. Second, a picture of the present level of hardware packaging as seen, principally, through a tour of the warehouse of the largest wholesaler in the eastern United States. Third, an analysis of the needs, opinions and desires of the retailer in respect to packages—the result of an extensive mail survey. Finally, we present a portfolio of package and display redesigns in which thirteen package suppliers and designers have cooperated in demonstrating concretely how specific products, packages and displays might benefit by changes in design and construction.

In the August issue of MODERN PACKAGING, the second half of this survey will appear, embodying a second survey of retailer opinion and desires, this time on the subject of hardware displays; a review of successful packaging and display endeavors in the field and a tabular analysis of conditions peculiar to the hardware industries which influence package and display procedure.

In later issues of MODERN PACKAGING, the Institute of Package Research will present similar surveys of other industries. Work has already been started on a survey of packaging in the Textile Field. We shall appreciate communications and comments relative to this survey and those to come.

THE HARDWARE INDUSTRY, SOME RELEVANT FACTS ABOUT ITS SIZE, HISTORY, GROWTH AND PROBLEMS

The industry produced $839,438,875 worth of goods, f. o. b. factory, during the last year for which statistics are available (1929)

These items were sold—with the exception of some minor classifications—
2273 wholesale houses whose total sales volume mounted to $1,023,810,632.

Of these wholesalers, 734 General Line houses controlled the major portion of all business in the field while an almost equal number, 741, operated as Specialty houses handling only a limited number of classifications of hardware.

The sixty-four largest General Line wholesalers, each with sales in excess of $4,000,000 annually, did 41.2% of the total volume of the entire group. The next largest hundred-and-twenty-four wholesalers handled an additional 36.2% of the total volume, leaving but 14.6% of the volume to the 426 firms doing less than $500,000 annually.

As of May, 1932, the last year for which figures are available, there were 36,473 hardware stores of whom some 12,000 had annual sales in excess of $50,000. Within this group, some 1200 exceeded $100,000 in annual sales. In addition, some 1200 department stores maintained hardware departments and an indefinite number of chains stores, mail order branch stores and other types of sales outlets handled substantial quantities of general hardware and specialties.

Hardware is distinctly not a chain store line. There are seventy-five so-called chains doing not over ten percent of the total volume through some 1.6 percent of the retail outlets.

The normal annual retail volume of the industry exceeds one-and-one-half billion dollars.

The annual factory value of products related to the hardware field and sold—wholely or in part, through hardware retailers, is in excess of three-and-a-half billion dollars.

1 2 3

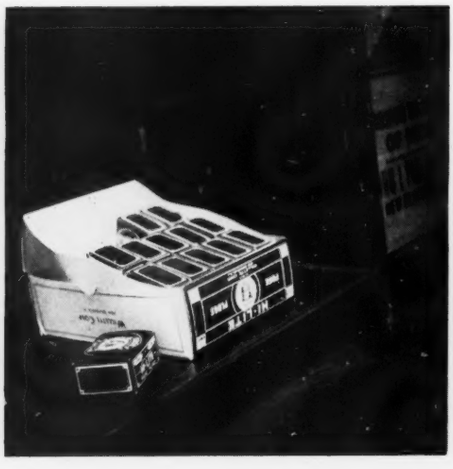
THE PRESENT STATUS OF HARDWARE PACKAGING

THE MASBACK HARDWARE COMPANY is one of the largest wholesalers in the country—an old and solidly established firm which, since 1875, has grown until today it occupies six entire floors of a block-wide building in New York's industrial West Side. The company, in spite of its age, has maintained a progressive viewpoint. Its model store demonstrates the highest standards of construction, layout and display. Its Mas-Back-Talk—printed in the company's own plant—is the only daily house organ in the country. Its stock rooms are a material-handling-engineer's dream, a picture of neatness and convenience. Surely here, hardware should be seen at its best.

Yet, as one tours floor after floor of ceiling-high tiers, one is impressed time and again with packaging failures. Not merely failures from the point of view of display but—all too frequently—the more elemental failure of the package to serve as a carrier and a protector of the product. Hardware packages—so-called by courtesy—are often so flimsy in construction that they fall apart even before they reach the wholesaler.

Consider, for instance, the packages shown in Illustration 1, packages of faucets. Obviously, these are intended as bundle-packs whose principal function is to hold together and keep dust-free a group of faucets. Their labels—without reference to typography and design—have as their function, the identification of the product by grade, size, brand, etc. Yet, so flimsy is the packing that—already on the wholesaler's shelves—these are falling apart. How they will survive shipment to the retailer is a question that only a hardware man can answer. How the faucets within will

4



5

6

appear when they reach the retailer is hardly a matter of speculation. They will be soiled and stained at a minimum. More likely they will be scratched or even broken. Certainly someone—retailer, wholesaler or manufacturer—will be due for a loss on at least part of the stock here pictured.

Consider also the meat choppers shown in Illustration 2. On the left is a bin holding neatly packaged choppers, in fairly sturdy folding cartons labeled for brand and type identification. On the right there is a group of unpackaged choppers, identified by a tied-on tag and with accessories likewise tied on to the main section by pieces of string. An examination of the bin disclosed several breakages due to the contact

of these cast-iron parts and, according to our guide, such breakages are a fairly frequent occurrence. Yet, the cartoned product, reasonably insured against stock breakages, had a packaging and labeling cost not in excess of two cents per unit on a unit cost in excess of one dollar wholesale.

In Illustration 3 we see three stages in mail-box packaging. At the upper left are unpackaged boxes which the Masback storeroom keepers have had to interlay with sheets of protective paper to prevent the sharp edges from scratching the product finish. Below these, we see cartoned boxes, identified only by a rubber stamping, at least half of the time illegible. The clerks were here forced to take time out for remarking to identify the various finishes and sizes.

Finally, at the right cartoned boxes are to be seen with printed end flaps identifying the product in suitable fashion—no reference is made throughout, to typography or display value—but, here too, the cartons are of so light a weight of board, or so poor a construction that one at least is buckling on the wholesaler's shelves.

This practice of skimping on the weight and strength of package necessary for product protection in transit is a common one even among those firms who attempt a sensible packaging job. In Illustration 4 we see a group of display-cartons in a state of advanced deterioration. Here the design is such that loose ends of the package almost insure deterioration at some point during shipment and storage. Yet all that would be required to prevent such breakage would be the addition of a simple paper sleeve, the strengthening of the board used or a simple change in design.

So frequent have been these breakages and the losses incurred thereby—throughout almost the entire field—that the Masback organization has been forced repeatedly to issue circular letters and special appeals to manufacturers. In one of these it says, "Many manufacturers give no thought whatsoever to their individual packing—they have too large a quantity of an individual unit in a container, making it necessary for the wholesaler to break packages. Likewise, the material they use for packing is so flimsy that the package does not bear re-shipment. If the manufacturer will pack his units so that the wholesaler does not have to re-pack (thereby effecting a saving in handling) it might both reduce the cost of distribution and insure your merchandise reaching the dealer's shelves in a manner which bespeaks the quality of the product."

Beyond the "skimped-package" stage are found a host of hardware makers who have looked upon their packages as a necessary evil. These, while providing a sufficiency of sturdiness, have not even thought to provide the dealer with convenience in stocking and display. Here, even the plea of cost-limitations cannot be adduced to extenuate mere sloppiness of thought. Consider, for instance, the dozens of packages of the type shown in Illustration 5. Many of these are specifically made for use as a display. Many others are certain to be so used. Yet few indeed are the manufacturers who have thought far enough to provide their folding-box covers with one label put on upside down, so that the top is inverted to display the contents and the product name will still be visible and have some meaning.

Still others, while going in for package designing—often for very expensive packages—have failed to consider the functions their package must serve. Thus, essential information is often left completely untold or else told in such invisible type as to be meaningless. In the portfolio of Demonstration Redesigns on the pages that follow, the reader may observe the work-glove package that doesn't even mention gloves—an instance of self-confidence seldom matched by even the most widely advertised branded products.

Contrast in sandpaper packaging. The Carborundum Company has replaced plain wrappers and telescoping boxes with a drawer type metal-edged container

He may also find there the exact opposite way of achieving the same lack of understandability in the case of a fuse package printed with hundreds upon hundreds of words of directions and advertising, most of it in such small five-point type as to be illegible except under a fine light. In both cases, the packaging effort was just as expensive as a more thoroughly thought-out one would be which took into consideration the needs of the dealer and consumer for information on the product and its uses.

So, too, with the packages shown in Illustration 6. Here one manufacturer originally omitted any reference to price or to the various sizes in which the product was available. When, however, a competing maker produced a display box emphasizing price and size, the first firm found it necessary to add a supplementary label stating price and quantity in the container. It is to be presumed that the re-order run of cartons, in this latter instance, will be redesigned to incorporate this data.

In a number of other cases, manufacturers have suffered from what might be called packaging infantilism. They permitted their enthusiasm for the idea of packaging to run away with their judgment. Prize instance of this sort is the carton holding six sets of padlocks and keys, each wrapped in a sheet of light-weight cellophane. Cellophane, particularly in such light weights, may be ideal for wrapping resilient or semi-rigid items unencumbered with sharp edges. But when wrapped around sharp edged and heavy padlocks, the material broke in a dozen places in transit from plant to wholesaler and was found—on random examination of half a dozen such boxes at the wholesaler's shelves—to show at least fifty percent breakage without exception.

The instances cited may seem extreme, yet they are by no means so. They represent a far greater proportion of all packaged hardware items than do the passable and better-than-passable packages. The reader may further expand his idea of this backwardness by examining the various items re-designed for MODERN PACKAGING as shown in the portfolio on the following pages.

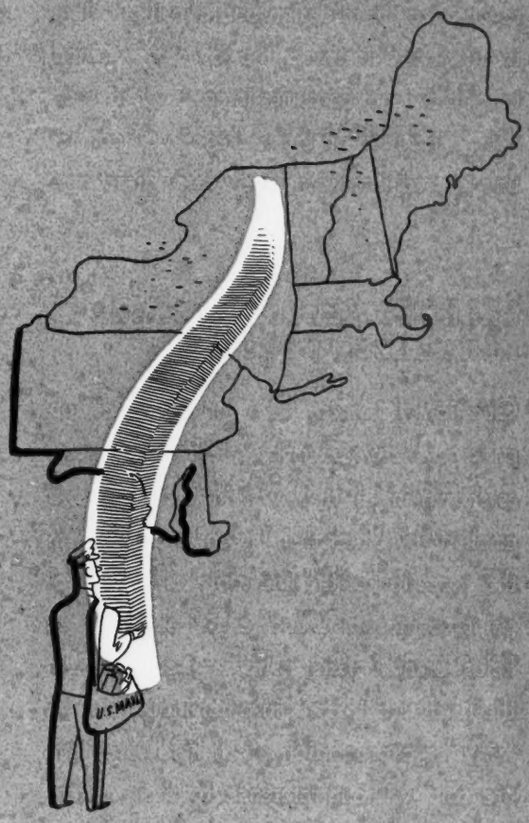
Beyond this evidence of backwardness, will be found a group of thousands of items—in almost every classification—which are sold without any package whatsoever. Some of these are shipped in bulk containers (as, for instance, nails in kegs) while others are shipped as they are sold. Naturally, many of these are not susceptible to packaging in the accepted sense of the term. Yet the vast majority of these items correspond to others in other fields that have profited by packaging.

Many could stand packaging as a measure of protection against the hazards of shipment and of the store, hazards particularly prominent in the hardware store where metals scrape on metals, and where oils, dust and grease are more apparent, etc. Others, in addition, could stand well planned packages as a means of protection against such elements as rust, tarnish and stain. Still others need the display value of packaging and others again require detailed directions for use and installation. Finally, the value of branding—often possible only through the use of some form of package—might be expected to be just as great in the hardware field as in any other. Thus, most items could—upon analysis—profit by packaging for any of the above reasons.

Such analysis, however, it was felt by the Institute staff, would not suffice as a reason for most manufacturers changing generation old habits. A survey was therefore made, through the cooperation of *Hardware Age* of some two thousand retailers, details of which are published in the section of this general survey which follows. The resulting answers fully confirm the main thesis set forth above.

A SURVEY CONDUCTED BY MODERN PACKAGING'S INSTITUTE OF PACKAGING RESEARCH

PACKAGE PREFERENCES OF HARDWARE RETAILERS



HOW THE INVESTIGATION WAS CONDUCTED

Questionnaires were sent to one thousand retailers selected at random from the subscription lists of *Hardware Age*, a publication reaching the retail hardware dealer. The stores were located in the states of Maine, Vermont, New Hampshire, Massachusetts, New York, Pennsylvania and Maryland. No special type or size of store was selected, though—as subscribers to a business journal—the storekeepers may be expected to have included the more progressive merchants.

No premium, gift or monetary reward was offered or implied for return of the questionnaire. Pre-paid business reply envelopes were enclosed with a short letter of explanation. A total of two hundred and twenty answers were received (22%) within one week of the original mailing date, after which additional scattering returns were discarded. This return is a rather unusual percentage for a survey of retailers, indicating a high degree of interest in the subject of package improvement among hardware retailers.

Eight questions—with additional subdivisions—were asked in the questionnaire form and over ninety-five percent of those answering the survey answered each question.

PACKAGE PREFERENCES BY PRODUCT CLASSIFICATIONS

Question 1 asked, "Do you prefer packaged or unpackaged goods for the following line?" The answers are shown in Chart 1. Note that, with the exception of the classification, Twine, Cord, Clothesline, the choice averages around two to one in favor of packaging. In this latter classification, a vote of 121 to 85 against packaging was induced, it is thought, because some grades of this material are sold in random

lengths, measured on demand, and therefore considered unpackageable by the retailer.

Particularly significant is the vote in favor of packaging for nails, screws and nuts. Nails have traditionally been sold from kegs or hoppers but within the last few years, there has been a decided trend toward packaging induced, no doubt, by the nuisance and inconvenience of serving up, weighing, assorting and handling these items when sold on a poundage basis from kegs. The sale of screws and bolts by packaged units rather than by weight or quantity from a bin seems likewise to be induced by the element of dealer convenience and the opportunity to make a larger unit sale when a package is sold.

NECESSITY FOR DEMONSTRATING TOOLS, BRUSHES, ETC.

Question 2 asked, "Do you have to take tools, brushes, etc., out of packages to demonstrate?" As shown by Chart 2 this question was answered predominantly in the affirmative. This is thus shown to be a vital consideration whenever a tool package is planned, eliminating the possibility—in most cases—of sealing the package. See, however, the answer to Question 8.

VALUE OF DIRECTIONS AND DATA

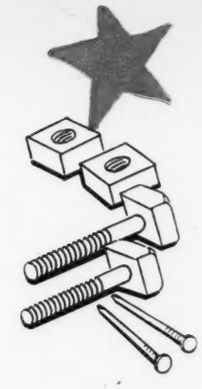
Question 3 asked, "Do 'directions for use' printed on the package help you make sales?" Here, as shown in Chart 3, the vote was nine to one in the affirmative. In contrast to this vote, it should be noted that a vast proportion of all hardware items—including many obviously (obviously except to their makers) requiring directions for intelligent usage—contain no such instructions. Nor do any large proportion of hardware packages contain detailed drawings, pictures or photos of the product within or sketches of its installation or usage. Nor, except in a few instances, do most packages today show a list of the parts included in items sold as sets (door locks and handles and similar items), although such a listing would protect both the consumer and the dealer whenever dispute arose. In this regard, see the re-design portfolio illustrating, in a number of instances, the advantages gained in display and consumer-interest when such data is included on the package. Of course, unpackaged items can rarely carry directions.

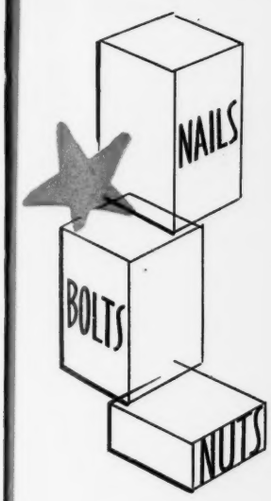
BRANDED VERSUS UNBRANDED HARDWARE PRODUCTS

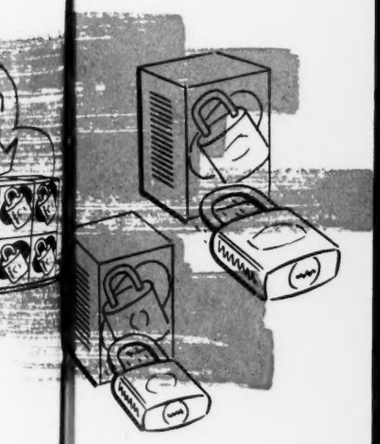
Question 4 asked, "Do brand names on packages help you make sales?" The vote, as shown in Chart 4, was in favor of *brand* emphasis by better than fifteen to one. With the exception of the fine tools, electric bulb, paint, paint brush and electrical appliance fields, brand marking is not as predominant in the hardware fields as in other industries. A fairly large proportion of all hardware items are sold without reference to their makers names or trade marks, the onus for failure or credit for success of the product resting entirely with the retailer.

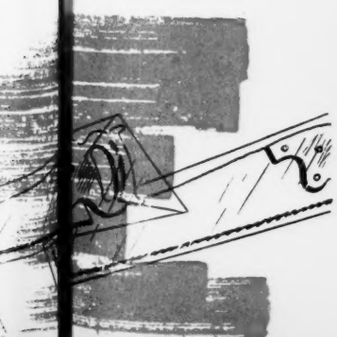
DEALER'S INTEREST IN PACKAGING

Question 5 asked, "Do you get higher mark-ups for packaged goods?" Here the vote was split almost even, with a slight edge for the affirmative (see Chart 5). It should be noted, here, that a negative answer does not mean that the retailer necessarily gets a lower mark-up. Nor does it mean that the retailer necessarily controls the mark-up on all types of goods. Nor that retailers getting only the ordinary mark-ups for packaged goods do not get other advantages—convenience, lowered shortages, spoilages, etc.—which would









1. Do you prefer packaged or unpackaged goods for the following lines?

	Packaged	Unpackaged
a. Nails, screws, nuts	132	85
b. Small tools	136	75
c. Twine, cord, clothesline	85	121
d. Electrical supplies	129	63
e. Household electrical appliances	130	53
f. Paint brushes	113	89
g. Cutlery	133	72

2. Do you have to take tools, brushes, etc. out of packages to demonstrate?

YES	NO
196	23

3. Do "directions for use" printed on the package help you make sales?

YES	NO
159	18

4. Do brand names on packages help you make sales?

YES	NO
198	14

5. Do you get higher mark-ups for packaged goods?

YES	NO
101	95

6. Are any goods unpackaged today that ought to be packaged? What types?

YES	NO	DON'T KNOW
40	4	9

(SEE TABLE 6-B)

7. Do you use packages in window displays or take the items out of the package?

Display mostly with package	30
About half and half	118
Never used package when item can be taken out	70

8. If saws, tools, etc. could be supplied in good transparent packages that protected the goods, but let them be seen, would that help sales?

YES	NO	PERHAPS
146	42	12

make them prefer the packaged item over the unpackaged. This fact is amply demonstrated by the answers to the previous questions. The logical conclusion is that something over fifty percent of retailers questioned do derive a price advantage in addition to any other advantages packaged goods might give them!

WHAT SHOULD BE PACKAGED?

Question 6 asked, "Are any goods unpackaged today that ought to be packaged? What types?" Forty answered in the affirmative, stated specific classifications they would prefer to see in packages. Four answered in the negative. Nine answered, "Don't know." (See Answer 6.) The accompanying Table 6B lists the classifications called for by dealers.

THE PACKAGE AS AN ELEMENT OF WINDOW DISPLAY

Query 7 asked, "Do you use packages in window displays or take the item out of the package?" The purpose here was to discover whether sealed packages—sealed for product protection, insurance against pilferage, etc.—would suffer when it came to selection of items for window display. As shown in Chart 7, more than half of the dealers vary their procedure in this respect according to the item under consideration, and might be expected to show little or no prejudice against a sealed item. Thirty dealers definitely favor displaying the package while seventy never use the package when the item can be taken out! The conclusion would seem to be not to eschew a sealed package entirely, but to take care to provide the dealer with open samples in such cases both for display and demonstration. It should always be remembered, particularly when fine tools are to be packaged, that mechanics—both amateur and professional—love to examine and heft an item and will never purchase sight unseen.

HAVE TRANSPARENT PACKAGES A POTENTIAL MARKET IN THE HARDWARE FIELD?

Question 8 asked, "If saws, tools, etc., could be supplied in good transparent packages that protected the goods but let them be seen, would that help sales?" The answers ran three-and-a-half to one in the affirmative (See Chart 8). In this regard, it is well to consider one of the major problems attendant upon the packaging of fine tools. As stated above, the ability of the mechanic to examine and handle the tool is a major factor making for a sale. Yet handling fine metal often results in removal of the oil film, tearing of protective wrappings, and resultant rust, tarnish and stain. The solution would seem to be the provision of some form of transparency which would show the item in full detail while protecting it against deterioration. The reader will be interested to note several attempts along these lines in the Portfolio pages which follow. While the success achieved cannot be estimated until practical tests are made, the line of thought involved would appear—from the figures cited above—to provide an interesting opportunity for the merchandising of fine tools.

TABLE 6B

Are any goods unpackaged today that ought to be packaged? What types?

Tools (3)
Machine Bolts (1)
Saws (1)
Hammers (1)
Strap & Tee Hinges (1)
Household Goods (1)
General Hardware (1)
Cutlery (1)
BX Electric Cable (1)
Shelf Goods (1)
Mops (1)
Plaster of Paris (in 1 & 2 lbs.) (1)
Tubes of Cement (1)

Figures in Parentheses Indicate Specific Number of Requests for That Item

PORTFOLIO

OF PACKAGE AND DISPLAY REDESIGNS EXECUTED FOR MODERN PACKAGING

by a group of leading package suppliers and independent designers.

ON THE PAGES which follow appear twelve *before and after* illustrations, each representing the work of one package supplier or independent designer in re-planning an existing package to achieve greater practicability, product protection, sales value or display value.

It would be futile to pretend that MODERN PACKAGING intends no derogation of the quality of the original packages chosen for re-design. It finds detailed fault with each, as the commentary states. Yet, in fairness to the companies now using these packages, it should be stated that these are by no means a collection of "horrible examples." On the contrary, they are chosen as typical of the general level of literally thousands of packages in the hardware field. The faults of each are by no means exclusively their own, but rather the faults most commonly found in large numbers of hardware packages.

In planning re-designs, attention has not been focused upon design in the abstract. In each case, practical considerations of cost, weight, size, etc., were placed paramount over mere applied design. In some cases, as stated, costs will actually be lower with the improved package than with the one now in use. In others, costs have been deliberately raised, in which instances our reasons for this increase are stated. In most instances, costs would be identical and the improvement a dividend of the investment in sound planning.

These designs are the property of the firms or individuals cooperating in their creation and are fully protected. Their use or adaptation, without permission, is herewith expressly forbidden.

•

The common form of packing for weather stripping is a sleeve which leaves eighty percent of the coiled strip exposed. Store examinations showed extensive deterioration due to oil, dust, grease, crushing, etc. Designer Benjamin Lewis of New York, therefore devised the reservoir, self-feeding carton here shown. The strip, rolled, has one end protruding through the upper of two holes die-cut into the carton and re-entering the carton via the second opening. This method permits easy examination of the product and easy feeding, without requiring opening of the protective carton. The larger size enhances display, one side advertising use as house weatherstrip, the other for autos. Cost—somewhat more than former sleeve, but not excessive for this grade of goods.

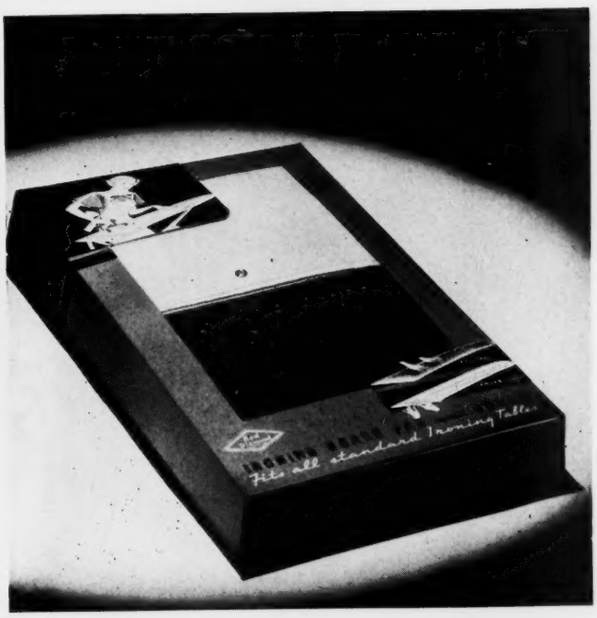
•

Present package of this five-drill assortment consists of a 4 oz. wooden container with wooden screw-on top and one color wrap-around label. The new package, designed by Sefton Fibre Can Company, St. Louis, Mo., with label designed by Wurzburg Brothers, Memphis, Tenn., consists of a metal-end flat-oval fibre can with top, the metal partition serving as a gauge of drill size yet protecting the drill edges. A photographic label, in black and red, illustrates each drill, providing all necessary data including size, etc. Can is shipped with label applied and closed by reaming on metal top. Label makes can tamper-proof, since it must be cut to reach contents. Flat shape gives greater display, yet provides 38% saving in cubic area with corresponding saving in cost of shipping containers! Weight saving is 69%! Cost approximately $3.00 per thousand *less* than present wooden container!

ORIGINAL DESIGN

This ironing board pad and cover is now packaged in a three-color sleeve leaving the product exposed to the multiple hazards of the usual hardware store. As redesigned by Brooks and Porter, New York City, the package consists of a two-color window carton providing as great or greater visibility, plus full protection for the contents. Added illustration demonstrates the application and use of the product. Colors are more feminine . . . magenta replacing the former red and green. The carton ships to the packer flat, opens from the rear to permit easy insertion of the product, closes with locking tucks. Cost, though somewhat above that of the original for obvious reasons, can easily be absorbed by a once-a-year product of this nature.

NEW REDESIGN PACKAGE



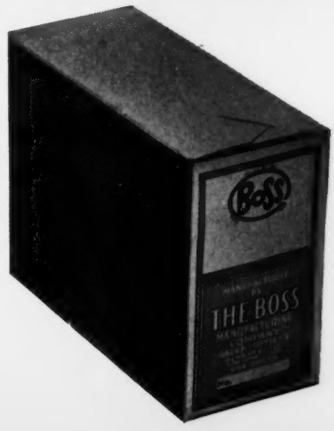
ORIGINAL DESIGN

•

Although over one million young men enter industry—and this glove manufacturer's market each year—his package fails to tell, by word or picture, what it contains. The redesign, by Lindley Box and Paper Company of Marion, Indiana, not only provides such identification on the stock-ticket side of the box but uses the long sides to advertise the use of gloves for cleanliness and protection, thus permitting use of the boxes as display units. A bellows fold, instead of the ordinary tuck-ends previously used, provides greater strength, yet uses slightly less board! A perforated score permits the removal of the top-front corner to allow the dealer to select gloves from the proper box without removing it from the shelf. Cost, as shown, no more than original except for drawings and plates.

NEW REDESIGN PACKAGE

ORIGINAL DESIGN



ORIGINAL DESIGN

NEW REDESIGN PACKAGE

The present bell carton contains no information for the consumer, provides no picture of the contents, affords no display appeal. The proposed new carton, designed by the Robert Gair Company, Inc., New York, achieves these ends at a cost advance of 10% to 20%, less than 1/8 of one percent of the total retail value of the product. The roof shaped end of the carton, conforming to the general shape of the product, adds to the display value of the unit without increasing costs. The single color on dyed board of the original design is replaced by grey and red on white patent coated board, which may be varnished in addition. The bell itself is drawn rather than photographed as there is little detail to show.

NEW REDESIGN PACKAGE

ORIGINAL DESIGN

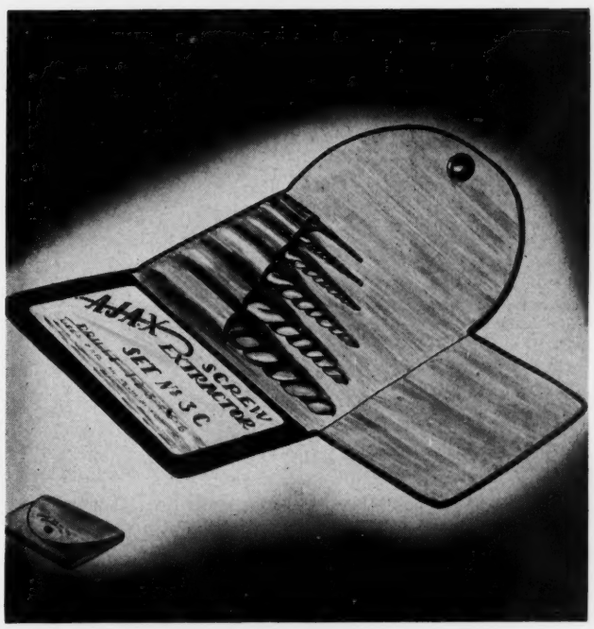
The fuse carton at the left was submitted to Designer Paul Ressinger, Chicago, because it was felt that the excessive amount of small type, scattered over every face of the carton, destroyed its value as a display or sales package while confusing rather than instructing the purchaser. Mr. Ressinger's design—costing no more to produce—calls for an elongated carton into which the fuses nest in space-saving style as shown. A die-cut circle exposes one fuse for examination. Stocking is made easy because fuse-size marks are placed on the narrow end of the carton. Instructions for use are contained on the fold-back flap of the carton's top which is made larger than usual to contain all the necessary type. The longer shape allows greater prominence to the product name.

•

The present display of files is a simple one-plane card fitted with an easel and packed in a manner that does not protect the files in storage and shipping. The picture distorts the size of the file and the general message is confusing as to the use and application of the item. In contrast, the redesign, by the Forbes Lithograph Manufacturing Company of Boston, provides three dimensional display, greater legibility and more dramatic presentation. The easel is replaced by a single unit, self-easeling design which folds, for shipment, with the files held between the sections of the unit for protection. The bottom of the unit contains a message for the dealer. Notable is the fact that costs, in spite of seeming greater complexity of construction, are lower because of elimination of the easel and hand operations in easel application.

•

Curious is the case of the Boonton Molding Company of Boonton, N. J., to which MODERN PACKAGING submitted this wooden, slide cover screw-extractor box for redesign, suggesting a molded container. After extensive tests, Boonton recommended not a molded container but a leather kit. It was felt that this, like a molded case, would provide eye-appeal for the initial sale and allow easy access to the contents, but, additionally, leather (or leatherette) was felt to be handier for carrying, more compact for storage and more durable under the rough treatment to be expected in a machinist's tool kit. The proposed kit is corduroy lined, with pyroxylin window, company identification being embossed on the snap-locked cover.



ORIGINAL DESIGN

NEW REDESIGN PACKAGE

ORIGINAL DESIGN

NEW REDESIGN PACKAGE

•

The original of this coffee strainer package was a reverse tuck carton with a decidedly antiquated and partly illegible design, with no mention of the content's purpose. Removal of single strainers was difficult and no provision was made for sanitation. In the re-planning, by Designer George Switzer of New York, the strainers are sealed in the bottom of the package with cellophane—visible yet dust and germ protected. The top, far more legibly lettered than the present carton, indicates the use of the contents at a glance. For display, dealers place one box, with lid removed, on the shelf, where the white strainers, bulls-eyed against the red box, call attention to the entire shelf. The lettering around the side of the box-lid stresses the end attained by the use of the strainers.

•

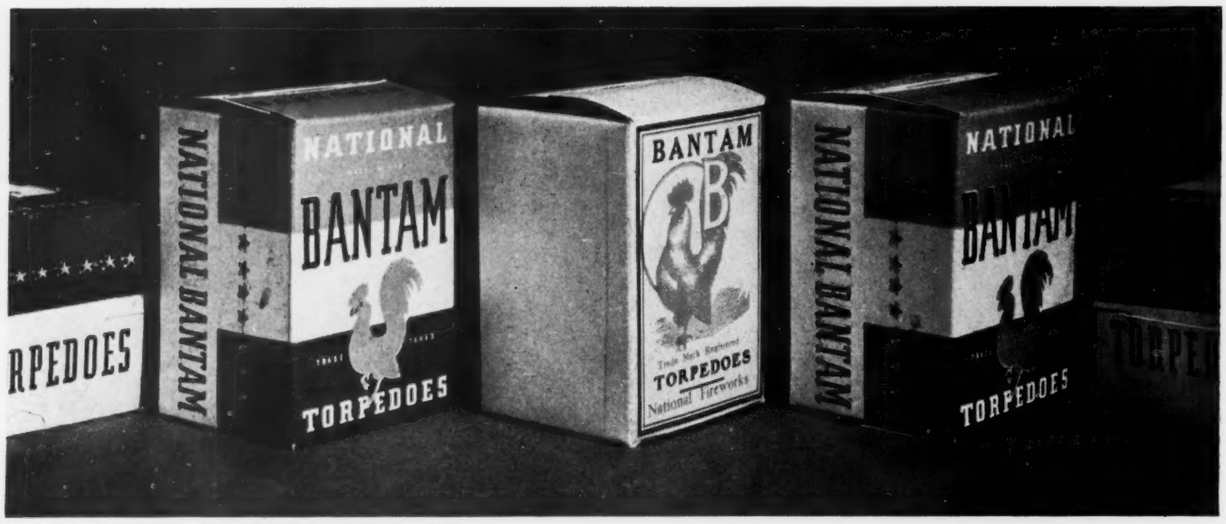
In the present lock carton, shown at the left, the packager obviously considered transparent cellulose a sort of "cure all" and therefore wrapped each lock in a sheet of the material. Examination of twelve boxes, selected at random from the stock of a wholesale house, disclosed six in which ordinary handling had partly or completely broken the cellophane. The Richardson-Taylor-Globe Corporation of Cincinnati, proposes instead, the individual cartoning of the locks, with photographic reproductions on the carton for identification. The shipping carton is changed in size to permit conversion into a display, a die-cut piece of boxboard holding one lock in position. Locks are thus protected in shipment and far greater display value is achieved. Cost is somewhat higher.

•

Saws are not, customarily, packaged individually, though kraft sleeve-bags are sometimes used. Store examinations disclosed rustings due to removal of oil-film upon examination by prospective customers. To discourage direct handling while permitting examination, Thomas M. Royal and Company, Philadelphia, designed these combination kraft and cellulose bags, affording greater display value and brand-name emphasis. Extremely easy to pack, a light board insert protects the bag from the saw teeth and holds the saw firmly in place while permitting its removal from the bag if essential. The cost of the display container would be approximately 1.4 cents per package, only 1 cent over the cost of the original sleeve, a sum easily absorbed within the price of so large an item.

•

The present hammer box is a sturdy, two piece, stitched shipping container, designed to hold from four to six hammers. A label on the end identifies the particular hammers contained within and presents the brand name. The suggested redesign, by the Hinde and Dauch Paper Company, Sandusky, Ohio, requires no stitching, the contents of the box holding the end-laps in place. It opens at the top, the tuck-in portion extending the full height of the box and thus strengthening it for shipment. The corrugated board is printed in two colors and provides far more ample display than the previous package. As the box is of the folding type, it requires a minimum of factory storage space until the moment of filling. Thus several added conveniences are obtained, the cost of stapling is eliminated and far stronger display is secured at little or no advance in cost.



EXPLODING TRADITION IN FIREWORKS PACKAGING

by ALLAN M. CATE

AT AN EARLY AGE, every school child learns that 4/5th's (or was it 8/9th's?) of an iceberg is below the surface. Jaws drop in amazement when this simple scientific fact is expounded. The childish mind cannot visualize that great rugged mass of solid ice below the surface necessary to keep the relatively small part out in the daylight. In like manner, it is the inability of many manufacurers to see below surface decoration that prevents them from taking advantage of all that modern packaging offers. "Nobody cares how it looks," they say, and in many cases they are right, but nevertheless modern packaging *can* accomplish a lot.

Every sound package styling job is necessarily based on first hand knowledge of production methods, channels of distribution and competition. Any designer who starts sketching without essential knowledge of these three is asking for trouble. All this is another way of saying that the pretty packages on the cover of this issue have little significance unless they are considered as a part (and a relatively small part at that) of the well rounded new National Fireworks merchandising program which is already having a profound effect on sales.

Powerful traditions in packaging and distribution methods have maintained in the fireworks industry in

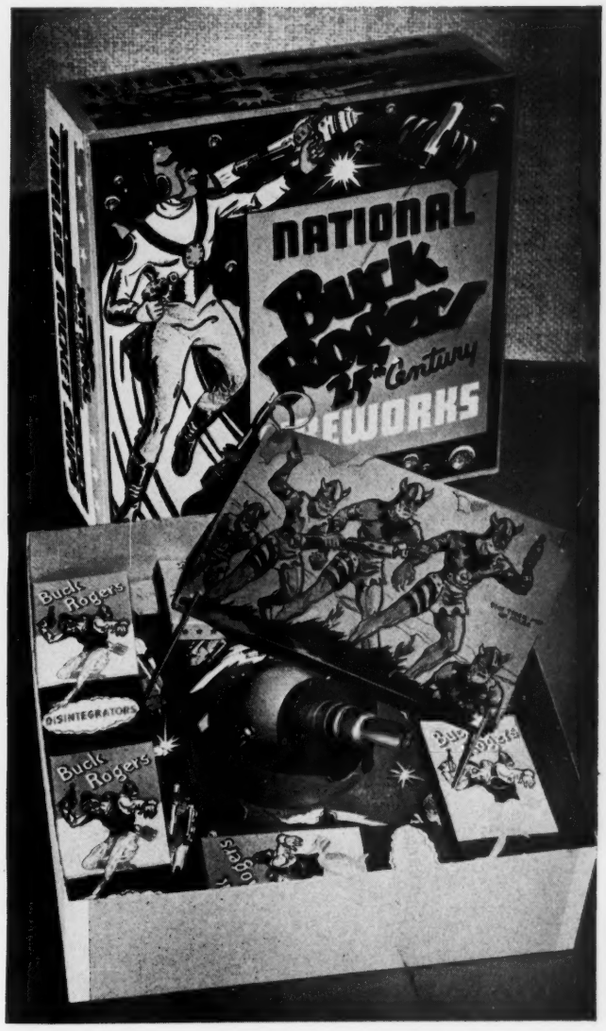
the United States. Most significant from our point of view is the nearly complete standardization of product among manufacturers thus putting competition on a strictly price basis. This has caused some manufacturers to go over the heads of their logical distributors with a resulting collapse of the general price structure. It was into this turbulent and dangerous sea that the new National merchandising program was launched. A great deal of the success of this program can be credited to packaging ideas, most of which have come from the National organization itself, aided and abetted by a capable advertising agency.

The essence of the National plan was: (1) to put the same old fireworks out in such a completely new form, and for use in such entirely new ways that the consumer would automatically—by his insistent demand—lift the new line out of the price competition field, and (2) to use these new and *profitable* leaders to carry along with them, and at a profitable price level, the entire National line, thus broadening distribution. This shift has been possible because, due to the shortness of the season and the large number of items, few distributors can carry the complete line of more than one manufacturer.

The two packaged lines that have accomplished this miracle are the National Firecraft and the Buck Rogers Kits, the former fully protected by patent and the latter by exclusive license by the Buck Rogers organization.

The Firecraft Kits are at present five in number, each attractively packaged in colorful modern "toy" style. Each is designed to enhance both *fun and safety* in the use of recognized and already popular fireworks. A description of two of the Kits will illustrate. The Army Kit contains a patented cannon that by means of a clever release controlled by the fuse of a 2-in. salute, projects (fun) the salute at a target 20 to 30 ft. away before exploding (safety). The trajectory and timing can be accurately controlled by changing the elevation of the gun. This unit comes com- (*Continued on page 97*)

Before and after packages used by National Fireworks, Inc., are shown on the page opposite. Below are the packages used for Firecraft and Buck Rogers' Kits, two new leaders of the National line. The former are five in number, each packaged in colorful modern "toy" style. The reception of the new lines by distributors has been phenomenal and added impetus has been given to the distribution of established items



Wm. Underwood Company wished to attain greater uniformity for its labels. By means of carefully studied and well executed changes the "Red Devil" trademark, lettering placement and color harmony were brought to a stage which expresses progressiveness and attractability—and at the same time loses none of the good will and prestige gained by this company for its excellent products. One of the new labels, manufactured by The Forbes Lithograph Manufacturing Company, is shown on the page opposite

"WE DESIRED GREATER UNIFORMITY IN LABELS"

NEWEST among the changes in packages for nationally known food products is that which has been put into effect by the Wm. Underwood Company. A staunch advocate of progressive packaging since its inception, this company has consistently kept pace with the trend toward improved methods and means of presenting its products to the consumer, and now this recent step climaxes, as it were, the company's efforts to secure attention of customers for its already well known brand of fine canned foods.

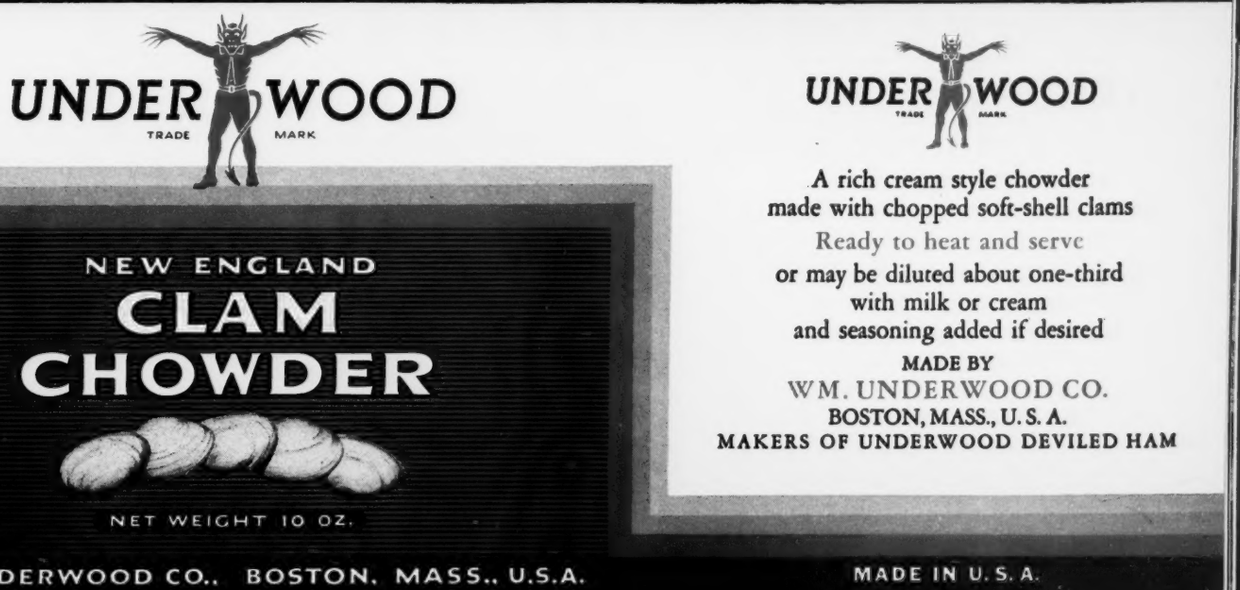
While this article relates exclusively to package redesign, readers of MODERN PACKAGING will no doubt recall earlier articles which described packages and packaging methods used by the Underwood company. A review of these* may be of interest not only as indicating the progress that has been made in the design of the packages used but also as affording a reminder—particularly in the latter article—of the methods which are employed in the various packaging operations. The main plant of the company, situated at Watertown, Mass., is an excellent example of the modern type of food packing plant.

There is somewhat of a history behind the new change in label design. Twenty or more years ago, although the company owned the trademark of the Red Devil as applied to certain classes of food products, it did not use that mark on anything but its Deviled Ham and other deviled meats. Canned fish and soups, for instance were regarded as so very different from Deviled Ham that the importance of identifying them all as the products of the same company which made the well-known Deviled Ham was not given much consideration. These sundry products carried labels of various designs in various colors with little regard to uniformity of appearance.

Realization of the desirability of greater unification led in a few years to placing the Red Devil on practically all Underwood products in the form of a seal on the old style label. This seal, with either a gilt or white background was then used quite generally and probably served its purpose as far as it went. Little by little the company adopted a white background for most of its labels, but still there was considerable variation in the color scheme and they still had the problem of laying the proper relative emphasis on the name "Underwood," on the devil trademark and the descriptive name of the product in the can. As more and more labels were designed by different people these features became more or less scrambled. The devil, in some instances, was almost completely subordinated. Descriptive vignettes added a further complication, and so it went until the labels again became a hodge-podge even though vastly better than the earlier ones.

About a year ago, therefore, Arthur S. Allen was brought into the picture. He hit upon the happy device of the new standard Underwood signature consisting of the Red Devil separating the two parts of the word "Under-wood," with the uniform type of panel underneath separated by a delicate stepping of color in order that the package might not be mistaken for one can resting on top of another. *(Continued on page 96)*

*Revamping Established Packages, July 1933 issue; How Underwood Products Are Packaged, Sept. 1936 issue.



PACKAGING PAGEANT

1

2

1. Geffen Tea Co.'s tiny metal satchels are the latest in the way of tea containers. Designed and made by the Reynolds Metals Company, the satchels are of gold metal foil, printed in red and blue. They are used both for loose tea and tea balls and come in 2-, 4-, and 8-oz. sizes

•

2. Each bottle of Gibson Distilling Co.'s Club Blended Whiskey and Rye is sealed with an Armstrong embossed-top cork. Wind-o-band seals are also used so that each strip stamp remains firmly affixed to the neck of the bottle

•

3

3. Varady of Vienna's "Oil of Youth" is appropriately packaged in modern and colorfully designed bottles made by the Owens-Illinois Glass Company. The orchid "lustrseal" molded caps are supplied by the Closure Division

•

4

4. Holland American Wafer Co., puts out its Dutch Twins Brand cream filled wafers in various sizes. Thanks to the Hinde & Dauche Paper Company, the shipping containers and the smaller caddy packages have been similarly designed. The wafers themselves have been reproduced in an all-over pattern in two colors, covering all corrugated boxes. The familiar Dutch Twins trade mark is also used in the layout, which is readily adaptable to the various sized family boxes. The caddies are self-contained and, by removing their lids, become self displaying units. They are lined with white, grease-proof liner

•

5

5. New wide mouth squat style jars produced by the Capstan Glass Company for Bliss Syrup and Preserving Company permit one to get at the preserves very easily. The self contained Anchor Halyard cap is easy to remove (and replace) for the wire opener permanently attached to the container, acts as a lever for lifting it off

•

6

6. To suit varying tastes, Holsum Products Company has three different mustards on the market. They are packed in thin-blown tumblers sealed with Anchor T caps

"FRIENDLY" INSTEAD OF "FAMILY" PACKAGES

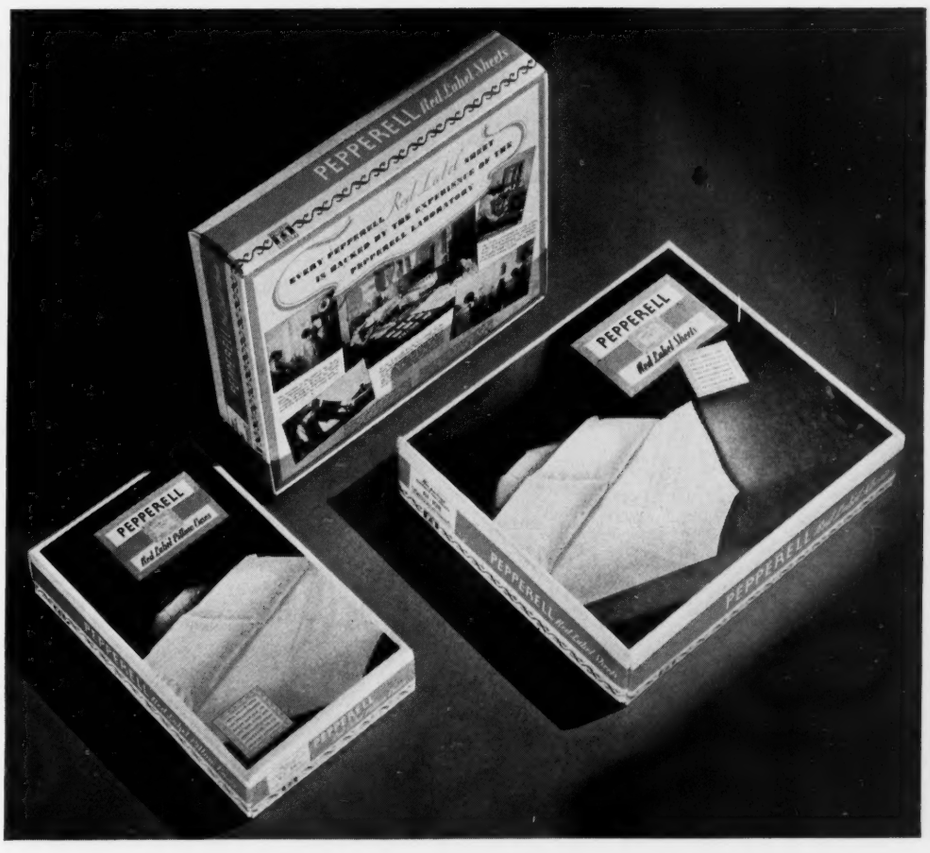
by JOHN E. ALCOTT

Variety rather than identical appearance was sought in the new designs which Pepperell Manufacturing Company has adopted for its sheet and pillow case packages. This deliberate avoidance of similarity in the container designs prevents confusion of the different grades made by the company

BACK in cracker-barrel days sheets and pillow cases were sold without protection, and the accumulated patina of dirt, finger marks, fly specks and the shreds of pasted labels were passed on to the unresisting consumer. Sheets then were sheer utility as were the majority of purchases, and the manufacturer's responsibility and interest ended with manufacturing. Those were the days of the policy of *caveat emptor* in merchandising. Articles of unknown, doubtful or deceptive quality passed over counters in exchange for hard earned money. Pocketbooks were small, families were large and shopping was all work and no play.

Today manufacturing is not enough. Merchandise must be protected against its trip through the channels of trade. It must be identified and described and its quality proved if possible. And—if the manufacturer is to survive—it must be dramatized. For there are so many exciting ways of spending segments of the family's dollar that Mrs. Consumer may put aside the buying of the merely useful for a more stimulating purchase. She may buy a permanent wave instead of sheets.

The selection of the basic container for sheets and pillow cases followed a long period of testing with a box used for the popular Lady Pepperell line. This experiment having determined that boxed sheets justified their slightly higher initial cost, the entire line—Red Label (oldest), Quality Muslin, Pepperell Tapered-Weave, Pepperell Percale and other items—is now being packaged in a patent folding box made exclusively by the Robertson Paper Box Company.



. . . what a difference a

. . . difference in guarding flavor, even capricious flavors that change at the slightest whim.

. . . for instance, take tea. Let air or light get at it, a bit of moisture creep in or out, or a trace of a shelf-neighbor's odor enter the package and your tea lover can tell something's wrong.

. . . so, to keep flavor true and uniform, tea packers use Aluminum Foil to shield their delicate blends against filchers of freshness and flavor. So do many other food packers, sometimes as an inner liner, sometimes an outer wrapping.

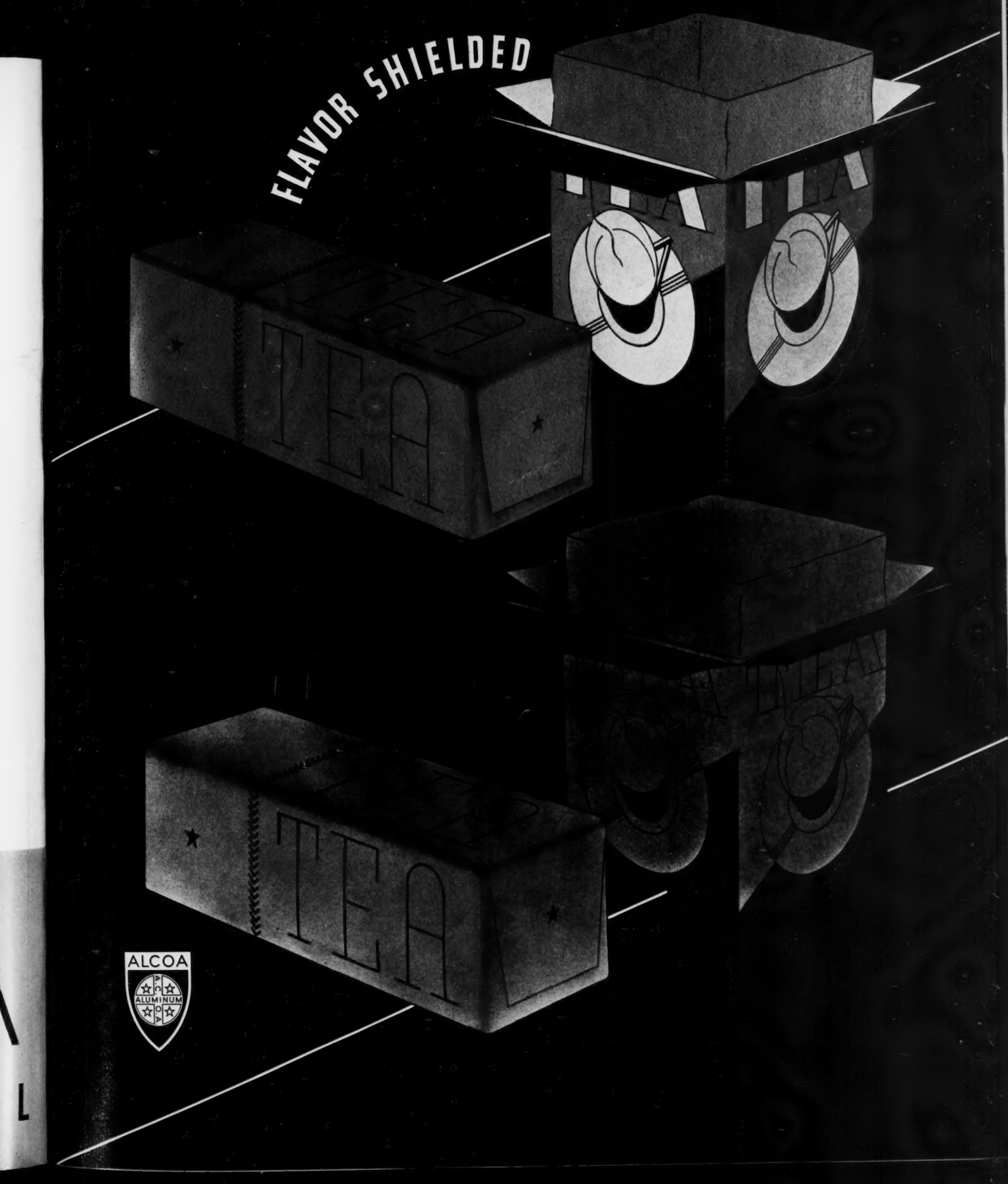
. . . as an outer wrapping they get the benefit of foil's other virtues. Eyes are magnetized by its sparkling beauty. Printed designs are glorified by its vitality. Packages **sing** when enveloped in foil.

. . . different products present differing problems, some answered by one type of foil, some by another. The quickest route to the correct answer is through a supplier of all types: natural finish or colored, plain or embossed, backed or unbacked. Such a source is the maker of Alcoa Aluminum Foil. Aluminum Company of America, 2129 Gulf Building, Pittsburgh, Pennsylvania.

The full name is ALCOA

ALUMINUM FOIL

e aluminum foil makes



Each of the new boxes for Pepperell Red Label, Quality Muslin, Percale and Tapered Weave brands of sheets and pillow cases as well as the box used for packing a number of miscellaneous items are individually styled to meet requirements of variety rather than those of identical appearance in the packages for this famous line of merchandise

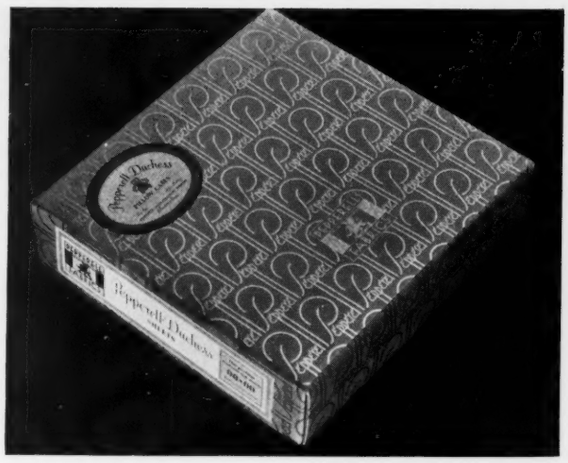
Today's buyer demands facts. Pepperell supplies these facts together with selling points about each sheet on the bottom of the box in straightforward, believable language illustrated with photographs of tests.

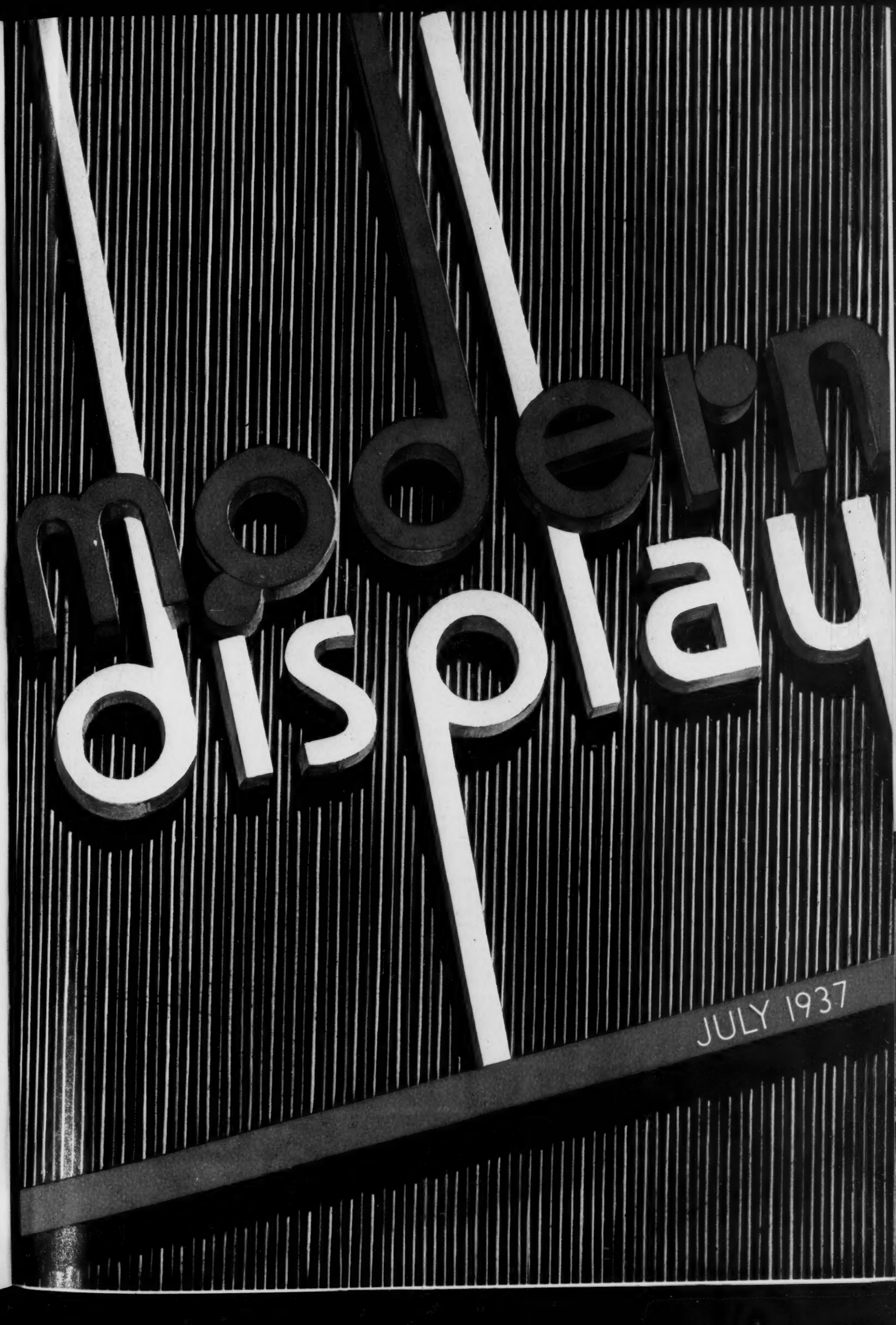
Not the least important function of a package is to stimulate ideas, to make the buying of even such a utilitarian article as a sheet just a little bit more exciting—to make shopping a little more fun—to give a sheet something of the allure of style and the appeal to pride that makes merchandise tempting. This is the job that only design can do.

In laying down conditions for Alcott, Thoner & Marsh, designers of the packages, Allyn B. McIntire, vice president of the Pepperell Manufacturing Company, specified that the boxes must have variety rather than identical appearance. He felt that a "friendly" line of boxes rather than a "family" would be most effective. One reason for the deliberate avoidance of similarity is that Pepperell makes a wide range of sheets, and too close identification of the different grades might imply too much similarity in the contents. Sold through a variety of competing outlets, the packages should not too closely resemble each other.

The sheet boxes are one-piece, hinged full telescoped cartons while the pillow case boxes are the more commonly seen straight tuck type. Seven different sizes are used to package the various sizes in each line.

(Continued on page 99)




modern
display
JULY 1937

The *Successful Sampling Unit*

THE BILT-IN MAILER

U. S. PATENT NO. 1943074

FOR ECONOMICAL AND MORE EFFECTIVE SAMPLING

YOUR MESSAGE APPEARS AS SAMPLE UNFOLDS . .

OTHER ADVANTAGES

CUSTOM BUILT—sized, styled and produced to your sampling needs.

ENDLESS VARIATIONS—with or without inner sample package.

POST OFFICE APPROVED—to carry liquids or solids.

PRINTING—letterpress—lithography—offset—full color—halftones.

QUANTITIES—1000 and up—but 50,000 and more begin to show generous savings.

SEAL OR LOCK—sealed with gummed address labels—or patent snap lock.

STORAGE SPACE—delivered flat—occupy less storage space than made-up boxes.

HAND HANDLING—less and faster than present methods of collating, assembling and boxing sample mailings.

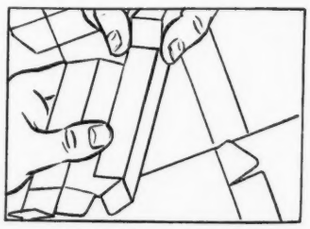
COST—printing 3 units in one operation has always cost less.

The BILT-IN MAILER is a compact three-in-one mailing piece for sampling, that combines the sample carton, the selling copy and the mailing container into one single unit.

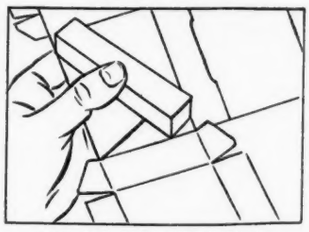
Your selling message is printed on the inside of the mailing container. This message can't be lost, overlooked or mislaid—it unfolds before the eye while the product is being unfolded.

The BILT-IN MAILER enables you to raise your sampling procedure to the level of other modern and effective advertising methods. You get away from the usual conventional sample package and present your product in a novel and interesting get-up that arouses and holds the interest of the recipient.

A ten-time user, The CIBA COMPANY, Inc., says: "This type of mailing piece has contributed appreciably to the success we have enjoyed in building up our sales. The BILT-IN MAILER gives us an opportunity to present a sample of our merchandise simultaneously with our story in an economical and novel manner. We will undoubtedly use this method of sampling whenever practicable."

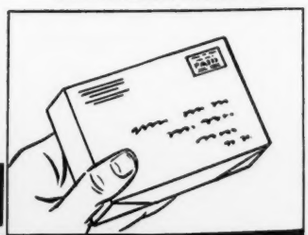


INSERTING SAMPLE IN CARTON SECTION OF MAILER



CARTON FOLDS INSIDE MAILER—EXTRA PRODUCT PROTECTION

FORBES has acquired sole American manufacturing and selling rights on the BILT-IN MAILER. If you are now sampling, or are contemplating sampling, you should let a FORBES sales representative tell you all about the BILT-IN MAILER, immediately.



A COMPACT, ECONOMICAL AND EFFECTIVE MAILER

THE SHOP BY THE SEA

CREATIVE LITHOGRAPHERS FOR SEVENTY-FIVE YEARS

FORBES LITHOGRAPH CO.

P. O. BOX 513 • BOSTON

NEW YORK • PHILADELPHIA • ROCHESTER • CHICAGO • DETROIT • CLEVELAND

A DISPLAY SELLS A DISPLAY

Miniature displays, complete in every detail and in convenient travel kits, are used successfully to sell standard size distribution fixtures for Baker brushes. Shown are three views of the kit

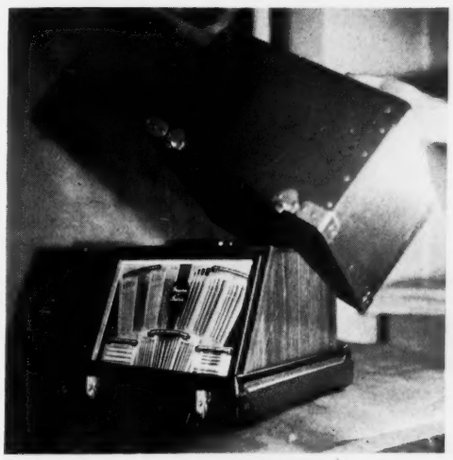
SOME THREE YEARS AGO, the Baker Brush Company approached the problems of its dealers in artists' brushes with a new viewpoint. Analysis showed that some new method of stocking the large assortment of shapes, types and sizes was essential. Furthermore, dealers were desirous of some means of maintaining control over inventories and, if possible, reducing these without reducing the completeness of their line to any essential degree. Moreover, the old method of displaying or stocking brushes in the boxes in which they were shipped provided no incentive toward purchase and no way of attracting the artist, sign-painter or show card writer toward a new or improved model.

To solve these various problems for the dealer and to insure the dominance of the Baker line in the dealer's stores and in his mind, the company cast about for some type of permanent display fixture that would meet all of the requirements of display, service-convenience, stock-inventory and product-protection. The solution was found in a large cabinet, equipped with six wooden drawers opening on the back or dealer-face of the unit.

The front of the polished wood fixture framed a printed color-panel illustrating thirteen different types of brushes in each of sixty-eight sizes. Surmounting the cabinet, the Baker slogan appeared in a wooden palette. In the rear, each drawer bore a long label marked with the name and size of the brush to fit the corresponding compartment within the drawer and with blank space wherein the dealer might mark his price in china crayon.

The entire unit, including some twenty-five dozen brushes of various sizes, was sold to the dealer as an original purchase, the cost of the expensive cabinet being included in a single, unit price approximating sixty dollars. In 1934, when the unit was first introduced, it met with the immediate approval of dealers. Many hundred placed an immediate order and have since continued to re-order as sizes ran out. A check made in 1937 showed almost every one of the original displays still in use and the original dealers still enthusiastic about the units.

But, having skimmed the cream off the market, as it were, the sale of display units began a gradual decline falling to about one-quarter of (*Continued on page 56*)



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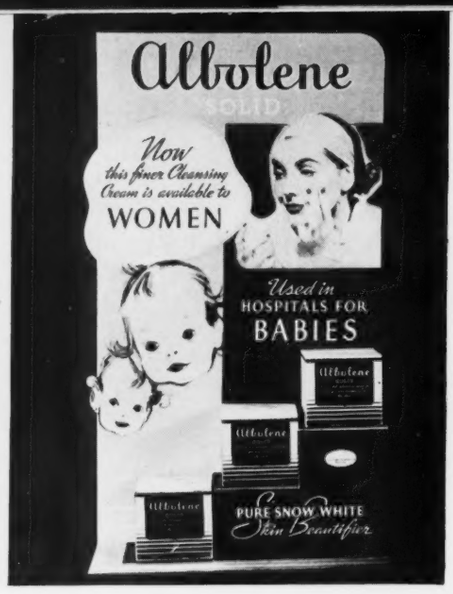
Albolene
Now this finer Cleansing Cream is available to WOMEN
Used in HOSPITALS FOR BABIES
PURE SNOW WHITE
Skin Beautifier

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GALLERY of advertising displays

1. Martin Gillett Company appreciates the value of association of ideas. Its new floor displays, designed and made by Robert Gair Company, display combinations of tea, mayonnaise and sandwich spread

2. Tying in with national advertising an Albolene to popularize this baby cleansing cream as a skin beautifier for grown-up ladies, McKesson & Robbins is now distributing to dealers an effective counter merchandiser which holds three jars of cream. Display designed and lithographed by Polygraphic Company of America, in collaboration with Brown and Tarcher Advertising Agency

3. The center panel of a window display, lithographed in full color, simple in presentation, yet strikingly arresting because of its piteous appeal to people, particularly parents. Created and produced by Zipprodt, Inc., for Bauer & Black's First Aid Supplies

4. Hollywood movie stars "go to work" in dealers' stores to help sell Calox in a series of cut-out display cards which McKesson & Robbins is distributing through its sixty-five branch houses. Display designed and lithographed by the Polygraphic Company of America, in collaboration with Brown and Tarcher Advertising Agency

5. Dealers everywhere have accepted with enthusiasm these new Canada Dry counter displays and bottle tops. Intelligent in design, pleasing colors skillfully used, they tell their story in a clear and effective manner. These sales pieces were lithographed in eight colors by the Polygraphic Company of America

6. The new Red Man Chewing Tobacco window display shows plenty of action, and the bulge of the cheek of the leading rider indicates Red Man "out front." This display was created by Liggett & Myers Tobacco Company and lithographed in full color by The Forbes Lithograph Company

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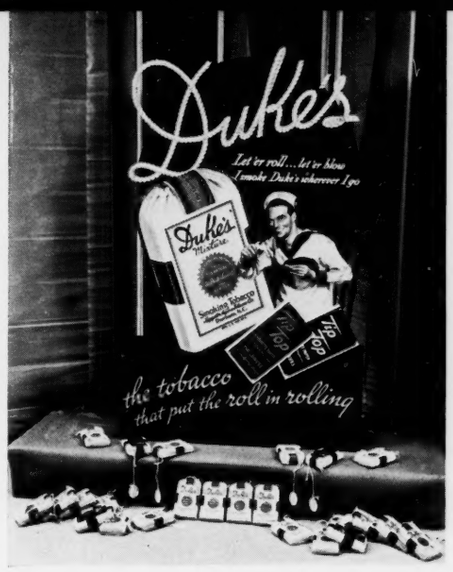

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7. From the rope word "Duke's" to "the tobacco that put the roll in rolling" this window display is truly nautical, and it quickly suggests a satisfying man's smoke. Designed by Liggett & Myers Tobacco Company and lithographed in full color by The Forbes Lithograph Company

8. Look at the hero worship portrayed in this interesting new dipslay piece featuring Huskies, General Foods' new wheat flakes. Lithographed by The Forbes Lithograph Company

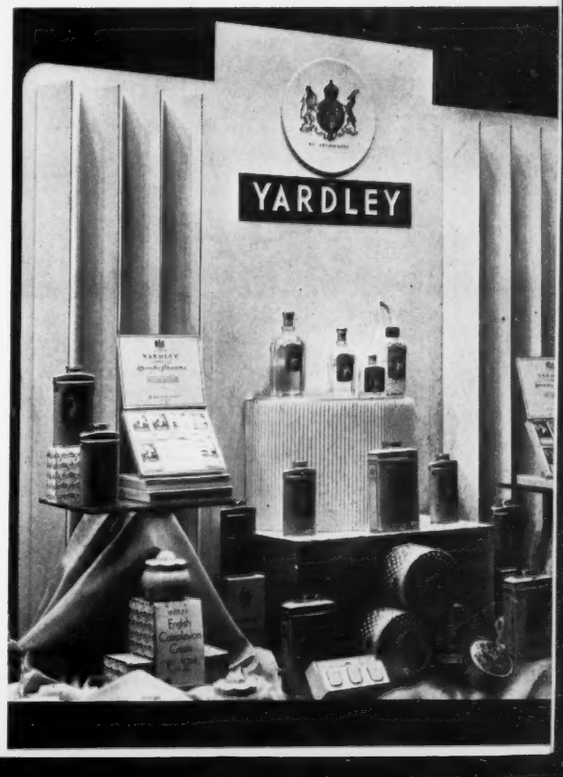
9. The perfect hot weather beverage is pictured in this mid-summer Calvert display featuring a bottle frozen into a cake of ice, with surrounding still-life. It succeeds admirably in its purpose of whetting the appetite, causing a desire for a cool, long drink mixed with Calvert's. Created and reproduced in eight colors from the original by the Polygraphic Company

10. The glowing contentment of the satisfied shaver, picured in semi-humorous fashion in the latest Probak display, serves to introduce the offer of a test Probak blade with each package of five purchased, or two with every package of ten. Designed and lithographed by Einson-Freeman Company, Inc.

11. The fourth in a series of unusually effective 24-sheet posters being used by American Bakeries, Inc., of Atlanta. Frederic Stanley designed them, and The Strobridge Lithographing Company lithographed them for Jas. A. Greene & Company

12. A new and outstanding display which Yardley & Company is now showing in the drug and department stores nationally. This is conceded to be one of the best examples of prestige and atmosphere yet produced in the cosmetic field. Produced by Harford-Hussey-Woodward, Inc.

12



● Close contact with the point-of-sales experts of leading chain and other large retail outlets in creating sales stimulating display fixtures, enables Lyon to design units that will command and hold preferred sales positions.

Designed to carry your message positively to the customer, Lyon Steel Display Fixtures quickly win wide spread dealer acceptance. Lyon Display Stands are popular with dealers because they sell merchandise. Made of steel of unusually fine construction they do not become "shop-worn." A Lyon Display will give you positive assurance that your product will command a preferred sales position for months and months after the ordinary display has been discarded.

LYON METAL PRODUCTS, INCORPORATED
Aurora, Illinois

LYON *Display* **EQUIPMENT**

LYON METAL PRODUCTS, INCORPORATED
4007 River Street, Aurora, Illinois

Without obligation to us, submit suggestions for effective, attractive display units for (give type of merchandise).....

Name_____

Address_____

City_____ State_____

A DISPLAY SELLS A DISPLAY

(*Continued from page 53*) the number of 1934 installations for the year 1936. It should be remembered that these are new installations, in addition to displays already installed and in use. The assumption was naturally made that this falling off was natural and that the sale of display units would be carried on only on a casual basis as new dealers entered the field or as old dealers planned to refurbish their entire artists' supply departments.

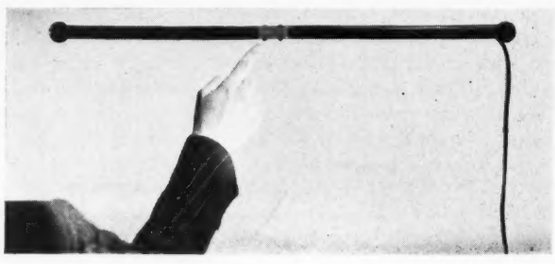
Then, in the first month of 1937, the company re-examined the field, checked with its salesmen and made inquiries among certain of the jobbers handling the line. From the facts gathered there arose reason to believe that the market for the unit was by no means saturated and that the falling off in sales of units was due rather to the salesmen's inability to sell the more sceptical dealer solely from a printed broadside or catalog picture.

To get around this situation, the company planned a duplicate of the display, reduced in size to a miniature so small that it could be carried in a convenient kit by the traveling representative—yet so exact as to show every detail of the larger unit. This miniature was made up in quantity sufficient to supply each of the company's salesmen and placed in a riveted fiber carrying case for easy transport. Armed with this new unit, but without any other form of special promotion, the salesmen were again permitted to place the proposition before dealers.

The result to date has been a sale—within a two month period— in excess of the entire sale of the previous year, ascribable entirely to the new ability which the salesman possesses to demonstrate the attractiveness and convenience of the large unit by means of the small unit.

For Activating Display Mechanisms

A new micro-switch device, operated by the casual passerby through the thickness of a store window, is available to users of electrically operated, lighted or motion displays, developed and manufactured by Andrews and Perillo, display mechanism manufacturers of New York City. The device consists of a sensitive micro-switch, held in contact with the pane of a store window by a two-foot metal bar, itself held in place by suction cups at either end of the bar. Thus the slightest pressure on the glass at the center of the bar will cause sufficient flexion of the pane—over the two-foot span—to operate the switch, and activate the animating mechanism of a display. The inexpensive unit may be placed in position by persons unequipped with electrical knowledge and is so designed as to be foolproof.



"IT CAN'T BE DONE"—BUT IT HAS!

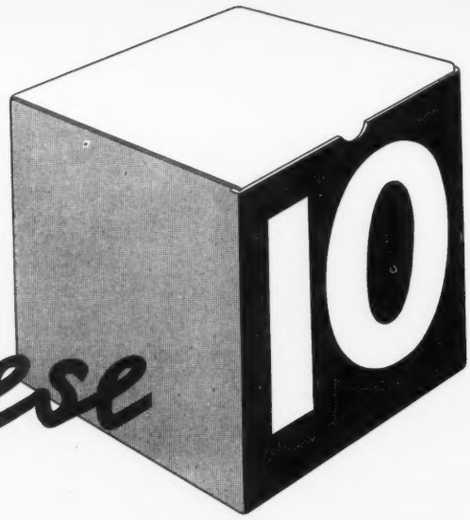
WHILE the opinion or belief is prevalent among the majority of manufacturers of heavy or bulky products that they cannot utilize counter displays, it remains for the minority to exercise their ingenuity and thus build sales and profits for their dealers and themselves—while the doubters alibi themselves into a coma with the deadly "it can't be done."

Supposing your product weighs thirty-five pounds per unit—you have three grades or qualities which you feel all potential consumers should know about and understand—you use national advertising media. But you are still confronted with the necessity of a tie-up at the point-of-sale. Would over one hundred pounds of weight discourage you, or is there some way to work this out simply, economically and effectively?

Just such a problem was faced by A. N. Dingee, advertising manager, and R. L. Sommerville, manager, Automotive Replacement Sales of The Electric Storage Battery Company, makers of Exide automobile batteries, which was happily solved by Charles A. Long, Jr., in the Exide automatic vendor illustrated.

The basic requirements for this display were:

1. A cardboard counter display which would adequately support three genuine Exide batteries, weighing 35 lbs. each.
2. A display which, while providing the necessary strength, would be simple in construction, quickly and easily set-up by any dealer.
3. A display which in addition to showing the actual batteries would enable the consumer to make a ready comparison of the three values offered.
4. A display which would stimulate purchase of the more expensive batteries on the basis of longer life, greater dependability and more complete service per dollar invested.
5. A display which with but minor changes would serve for a number of different sized automotive batteries—depending on the age, model and make of car.
6. A display which would (*Continued on page 60*)

✓ Check these  benefits of CONTROLLED

For more than 60 years, men have sought a perfect method for coloring paper surfaces—a method creating a surface to resist sunlight, rubbing, scratching, moisture, alkalies and other deteriorants; a method to meet a variety of requirements; a method to coat kraft, jute or patent-coated chip, in a wide range of colors; a method to reproduce an all-over pattern of distinctive design; and, above all, a method involving moderate costs.

As in all pursuits of research, when men, machines and money attack a problem, sooner or later, it will be solved. No longer is an inexpensive, effective method for coloring fibre board stock a problem. With the introduction of the Continental Color Corporation's Surface Coloring Process, most of the difficulties which formerly harassed fibre box manufacturers are eliminated.

Now Continental Color has joined hands with the International Printing Ink Corporation to continue a study of surface coloring and its applications. IPI is helping to carry forward Continental's significant original discovery in *controlled* surface coloring at low finished costs.

When you, as a manufacturer, organize a *Controlled Surface Coloring Division* in your plant, you will be confronted with new demands—from your customers. A successful product today is obsolete tomorrow. Buyers continually seek lower costs, new effects, new creations, more sales points. When you enter the surface coloring field, your production must fit the desires and demands of your buying public.

ASK THE MEN WHO KNOW

Your profits in surface coloring in the future depend directly upon the *men, money, machines* and *laboratory background that are behind your equipment and process.* That's why the "extra values" you get with Continental's process are so important—"extra values" like the research facilities of International Printing Ink which have made men in the Graphic Arts say "It pays to keep in touch with IPI."

CONTINENTAL COLOR

ONLY CONTINENTAL'S PROCESS GIVES YOU ALL 10

1. Low ink costs
2. Controlled brilliancy
3. Controlled rub-resistance
4. Controlled moisture-resistance
5. Controlled metallic color effects
6. Controlled alkali-resistance
7. Multi-tone pattern effects
8. Brilliant colors overlaid with metallic patterns
9. Controlled light-resistance
10. Surface seal to help prevent abrasion

SURFACE COLORING

Precision methods and the most modern instruments of science aid technicians at IPI's Research Laboratories.

CORPORATION

A DIVISION OF THE INTERNATIONAL PRINTING INK CORPORATION
3100 W. 106th ST., CLEVELAND, OHIO

"Jot It Down"
Display by Crafts, Inc.

And remember that Crafts can create an equally fine display for your product of any material. This was designed and constructed for The Robinson Mfg. Co., makers of the Robinson Reminders, Westfield, Mass. Materials—wood—glass—metal. Colors—red—black—white. Write us for our suggestions.

CRAFTS INC.
No. 1 Mashapaug St., Providence, R. I.

USE ANILINE
INKS
WITH A REPUTATION

originators of
Opaque Aniline Inks

Opaque Aniline White, Yellow, Orange and a full range of colors

For use on Kraft, white paper, glassine and the various grades of transparent cellulose stocks

CRESCENT INK & COLOR COMPANY OF PA.
PHILADELPHIA

"IT CAN'T BE DONE"—BUT IT HAS!

(*Continued from page 57*) be sufficiently sales-compelling to consumers, and attractive to dealers, that it would remain prominently displayed for a longer than average period usually given counter displays.

Lithographed in full color the sheets were mounted on heavy board, cut, scored and glued in an ingenious fashion, so that the complete display could be shipped flat, and be quickly assembled by even the most inexperienced and unimaginative retailer. Topping the display a card readily identifies the makes of cars for which the three batteries displayed are intended. Immediately below a comparison chart gives in terms of S.A.E. Standard Tests and Ratings a proper evaluation of the three batteries, basing the rating on the battery furnished as original equipment with the car representing 100 per cent. Thus in this simple, accurate and convincing counter display the motorist is quickly informed of six things:

1. The size battery furnished as original equipment.
2. Batteries above and below standards set for original equipment.
3. Prices for each of the three grades.
4. Service for which each battery is built.
5. Comparison of three batteries on basis of cranking ability, life and price.
6. By direct comparison it proves the greater values in the better grades of Exides.

In making a battery sale, the dealer rightly feels there is no time for long-winded sales arguments or complicated demonstrations. The American motorist is ready and willing to pay a fair price for a good battery, provided the merits are shown convincingly and quickly.

Drawing on his experience an unusually successful retail salesman said: "When it comes time to sell, I lead my prospect to one of the Exide vendors, stop talking, and the sale is made a whole lot quicker than I could make it alone." Boiled down to the individual dealer this means increased net battery profits which have no equal in the history of battery merchandising.

Building a cardboard display strong enough to hold over one hundred pounds of weight may be interesting from a mechanical standpoint. But since counter displays are still rated successful or otherwise on the basis of their proven ability to inform, persuade and induce buying action, the Exide automatic vendor can rightfully be classed as successful.

PACE INSTITUTE, 225 Broadway, New York, is including the study of packaging and display in two of its courses this Fall: "Market Analysis and Research" and "Marketing Campaigns." Good, bad, old and new examples of packaging and display will be exhibited for the benefit of students, and the discussions held will include a consideration of underlying principles, criticism, and the like.

PACKAGING PRODUCTION

MACHINERY AND EQUIPMENT

They got what they wanted..

When the food industry required a *tight-seal* cellulose wrap that would give foods a higher degree of protection than was formerly possible . . .

they got what they wanted from the Package Machinery Company

When the chewing gum industry wanted easy-opening devices for slitting the cellulose wrap on chewing gum packages . . .

When the cigar industry decided to wrap cigars in cellulose and required a fast, economical way to do it . . .

When the toilet soap manufacturers required a high-speed machine capable of wrapping cakes of soap in a combination of several wrappers . . .

When the manufacturers of products that are difficult to wrap—tender yeast cakes, small pieces of candy, wafer-thin razor blades, etc.—required machines that could turn out the thousands of pieces needed daily . . .

When package goods manufacturers sought wrapping machines that could be adjusted to wrap more than a single size package . . .

When they wanted a machine that could wrap packages in printed transparent material, locating the printing accurately on the package . . .

they got what they wanted from the Package Machinery Company

In addition to solving problems such as these, we are constantly helping manufacturers solve the ever-present problem of keeping down costs and stepping up the appearance and sales-inducing values of their packages.

What can we do to improve your package or lower your costs? We will be glad to tell you if you will send us a sample of your product with a brief description of your present packaging methods and machinery. Get in touch with our nearest office.

PACKAGE MACHINERY COMPANY
Springfield, Massachusetts

NEW YORK CHICAGO CLEVELAND LOS ANGELES

MEXICO, D.F.: Apartado 2303 Peterborough, England, Baker Perkins, Ltd. Melbourne, Australia: Baker Perkins, Pty., Ltd.

PACKAGE MACHINERY COMPANY

Over a Quarter Billion Packages per day are wrapped on our Machines

SAFEGUARDS AGAINST CORROSION AND CONTAMINATION

IN FAR-OFF INDIA there are many iron columns and beams which have been standing, entirely unprotected from the elements, since a few centuries after the beginning of the Christian era, yet they are still in serviceable condition. Their long life can be attributed to only one fact: the exceptionally dry climate in which they have existed during that service.

In marked contrast, rusting is so rapid in the United States that some protective coating must be used and renewed periodically to insure even a reasonable service life. It has been conservatively estimated that the annual loss sustained as the result of the rusting of metals in this country alone is well in excess of two hundred and fifty millions of dollars.

The three principal causes or producers of rust are:

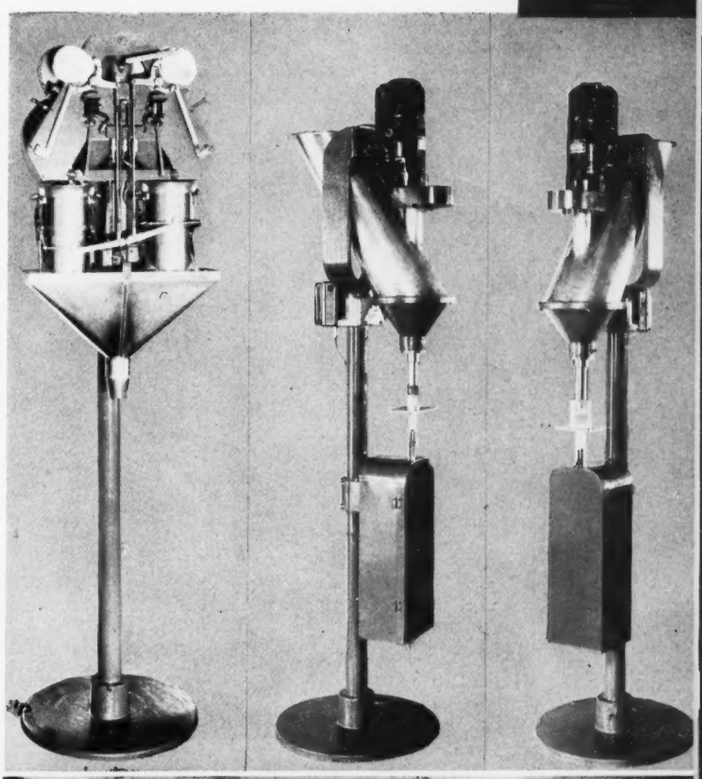
1. The atmosphere
2. Sulphur-laden smoke
3. Salt water and salt air

These enormous losses affect the individual consumer for one has to do no more than reflect a moment to count their cost in the maintenance of our homes: water pipes become rusted over a period of time and leak or burst; furnace pipes, and the furnaces themselves, corrode and require replacement; hot water tanks burn through; house screens rapidly deteriorate and fall to pieces unless protected with frequent coats of paint; spoutings and flashings are only serviceable for a few years; lawn mowers, rakes and hose connections rapidly accumulate rust; even the automobiles we drive, while heavily protected with paint, sometimes get nicked, and the fenders soon rust when the unprotected surface is exposed.

As large as this rust loss is, it pales into insignificance when consideration is given to the industrial phases of the application and use of metals, with their attendant problems of losses from heat, abrasion and corrosion. Those industries most seriously affected are:

Brewing and Distilling	Drug and Pharmaceutical
Chemical	Food and Baking
Creamery and Dairy	Meat Packing and Allied Products

1 2 3



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Protective metals such as aluminum, monel metal and stainless steel serve well in withstanding corrosion on weighing (Fig. 1), can filling (Fig.2 and 3) and case sealing machines (Fig. 4) made by the J. L. Ferguson Company

As a single example, most consumers do not think of milk as being of a corrosive nature, yet few metals are impervious to the action of lactic acid, which is present in milk and all milk products. The annual losses occasioned through contamination of milk, through exposure and contact with insufficiently protected metallic surfaces, which destroys its flavor as well as giving it a foreign and unpleasant one, are staggering. Yet this is simply one of the more obvious cases where corrosion literally "eats up the profits." It also demonstrates why modern metallurgical scientists have been so persistent in their researches and investigations to develop new and better metals which would conquer a wide variety of troublesome industrial applications, where attack by corrosion, heat and abrasion shortened the life of expensive equipment, and in many cases cause huge losses through the contamination of the product while being made or handled.

Fig. 5. High capacity hand filler and Fig. 6. Universal filler and capper—both made by Anderson Brothers Manufacturing Co. for ice cream packaging. Fig. 7. F.M.S. Automat wrapping and cartoning unit for cutting and wrapping butter (Automat Molding & Folding Co.). Figs. 8 and 9. Carton filling machines for salt (J. L. Ferguson Co.). All machines employ non-corrosive metals on parts exposed to products

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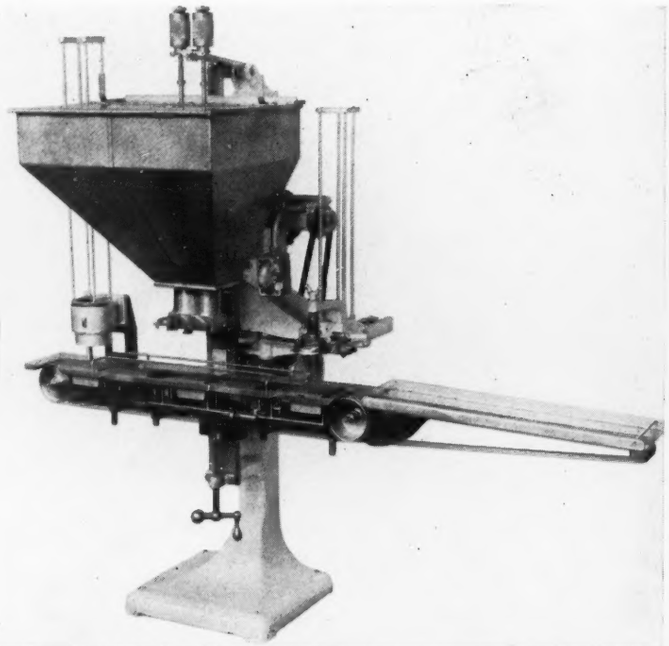

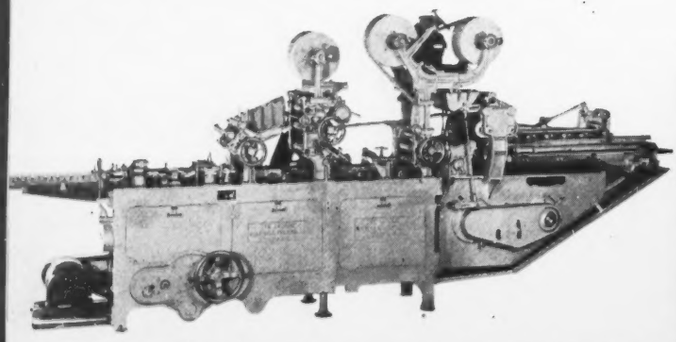

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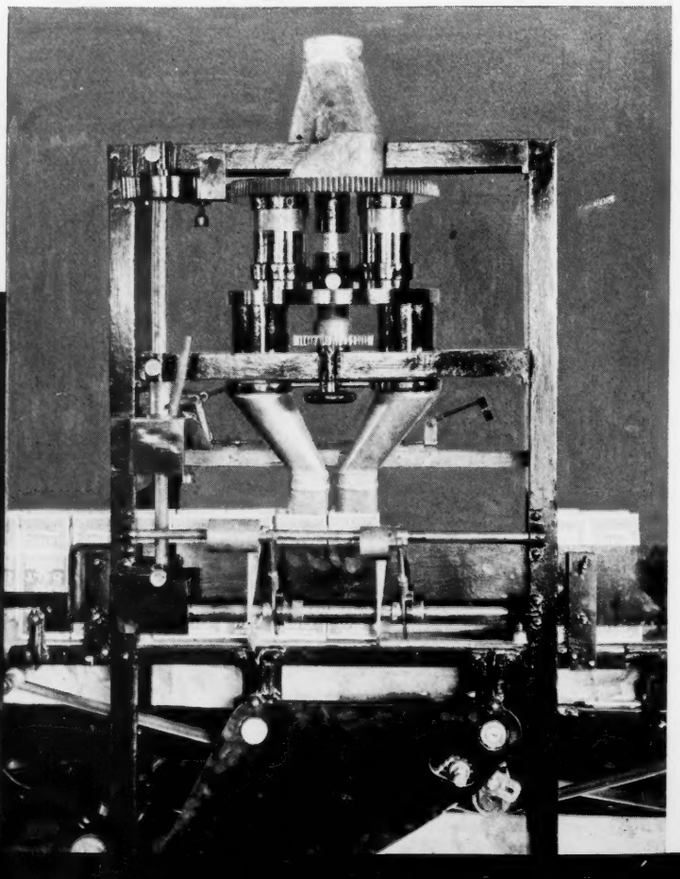

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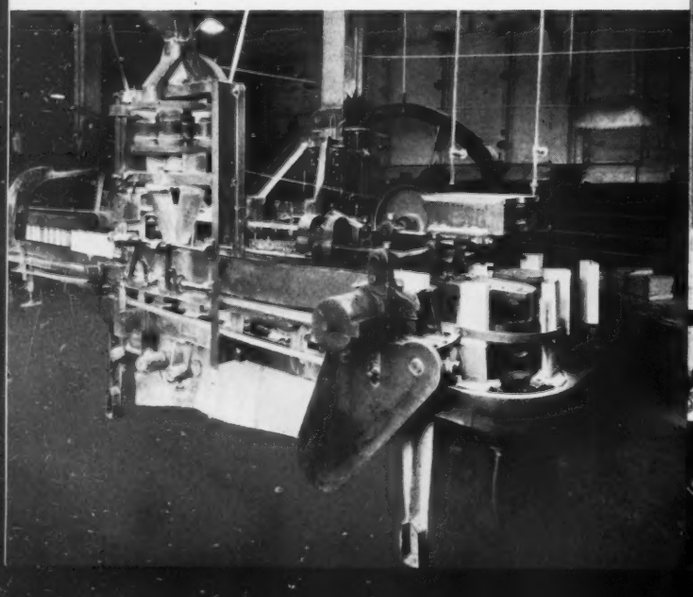


9

SILCROME helped make Aviation BIG BUSINESS

ITS USE IN PACKAGING HAS JUST STARTED

With over 250 millions of invested capital, Aviation has joined the ranks of big business. Why? The industry today has definite standards of performance. Engines run as much as 600 hours without overhaul or major adjustment. What a change from the wartime days when 20 hours' service was a phenomenal record!

One reason motors rarely fail today is their valves of Silcrome—an alloy that represents amazing achievement in metallurgy—that is equal to the severe conditions in modern high-speed motors.

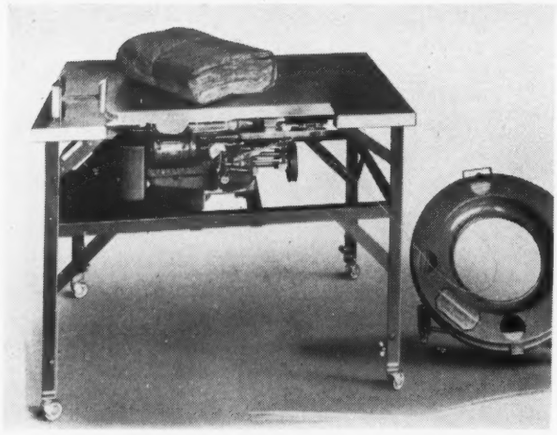
The qualities of resistance to heat, corrosion and distortion that have made Silcrome standard in the automotive, aeronautical and other leading industries also make it a metal of outstanding importance to the packaging of countless products. It is already used extensively in packaging equipment for such products as drugs, foods, groceries, fruit juices, beverages, dairy products, cosmetics, powders, bottled and canned goods. Because it affords the utmost in sanitation, is easy to cleanse, and is highly resistant to corrosion, heat and abrasion, it is becoming more and more essential to all branches of the packaging industry.

Write today for the Silcrome booklet "New Ways to Increase Sales and Profits." You'll find in it an interesting story of how Silcrome is boosting sales and profits, and suggestions for still further improvement in many products and processes. Address Ludlum Steel Co., 700 F Street, Watervliet, N. Y.

LUDLUM

FINE STEELS SINCE 1854

TOOL · STAINLESS · CARBON · ALLOY



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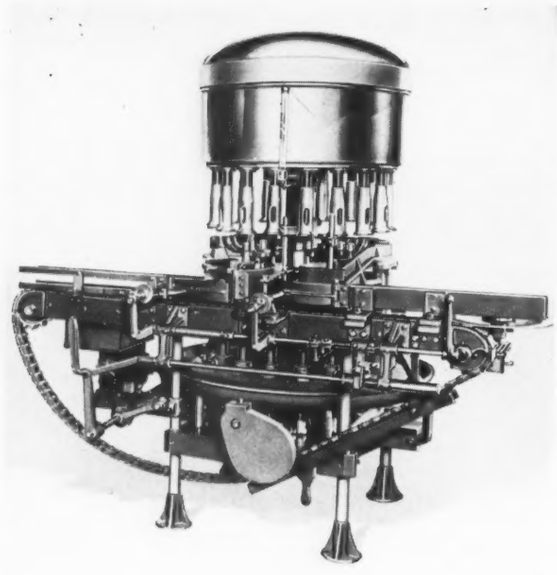

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Fig. 10. Chromium plate protects certain parts on this newspaper bundling unit made by The Gerrard Company, Inc. Fig. 11. Tank valves and feed line of high-speed rotary filler (Horix Manufacturing Company) are of stainless steel

Behind the great forward strides of recent years stands the patient development work carried on by six pioneers:

1. Elwood Haynes, in Indianapolis, Ind., working with alloys of nickel or cobalt with chromium, in 1905, to make ignition points for gas-engine spark plugs.
2. Benno Strauss, at Essen, Germany, in 1910, searching among the iron-chromium-nickel alloys for a good pyrometer.
3. Harry Brearley, an English metallurgist, working in Sheffield, England, seeking a chromium-steel alloy as a suitable material to be used in naval guns, that would resist the erosive effects of sustained rapid fire. He has been credited for the real impetus given to the development of stainless steels, because he noted the resistance of high chromium alloys to atmospheric, and particularly salt air, corrosion.
4. In 1914, P. A. E. Armstrong, of Watervliet, N. Y., secured a silicon content in chromium steel which he was making.
5. F. M. Becket, of Niagara Falls, N. Y., searching for some reasonably cheap alloys for heat and scale resisting castings in 1914.
6. 1917. C. M. Johnson, of Pittsburgh, Pa., developing alloys to resist the oxy-acetylene cutting flame.

As a tribute to these men, and modern scientific discoveries, iron and its common ally known as steel, which is a base metal, in the sense that it rusts in the air, corrodes in acid and scales in the furnace, has been transmuted into a noble metal, so that we now have alloys of iron which do not rust at the seashore, which do not dissolve in hot, strong acids, and which do not scale even at temperatures as high as 2000 deg. Fahrenheit!

The story of how stainless steels, which are among the best of the heat, abrasion and corrosion resistant metallic alloys, available for general utility purposes, have gained their present leadership, and in what widely diversified ways this shining metal, that resists rust indefinitely, and won't tarnish or corrode, is being applied in America today, is one of the conquests of science for which it would be hard to find an equal.

A rather complete treatise on the subject of heat, abrasion and corrosion resistant metals and materials, appearing in the October 1936 issue of *Chemical and Metallurgical Engineering*, classifies them under 18 headings:

Aluminum and Alloys	Copper and Alloys
Nickel and Alloys	Lead and Alloys
Noble Metals and Tantalum	Silver and Alloys
Cast, Ingot and Wrought Irons	Austenitic Cast Irons
High-Silicon Cast Irons	4 to 10 Chromium Steels
Low-Carbon Stainless Steels	High-Carbon Stainless Steels
25–30 Chromium Irons	18–8 Chromium-Nickel-Alloys
Highly Alloyed Metals	Low Alloyed Steels
Abrasion Resistant Alloys	Carbon

Corrosion is now generally recognized as an electrochemical process which may be explained in the following manner: when a metal is in contact with even slightly acidic solutions, corrosion takes place by the chemical process of the metal replacing the hydrogen in the acid. The acid dissolves the metal, thereby releasing the hydrogen. Released hydrogen coats the metal surface with an electrically charged layer that prevents the chemical reaction from continuing at the initial rate. If the hydrogen layer is built up to a sufficient thickness the reaction is practically stopped. However, under normal conditions, the hydrogen combines with the oxygen of the air, or that dissolved in the water, to form more water, and solution of the metal goes on. The amount of oxygen available to remove the protective hydrogen blanket determines the extent of corrosion. Impure metals generally are corroded more quickly than the pure metals, but whether pure or impure, the corrosion goes on, costing American industrials a staggering amount each day.

From the list of eighteen resistant metals already listed, it will be recognized that no one metal, or alloy,

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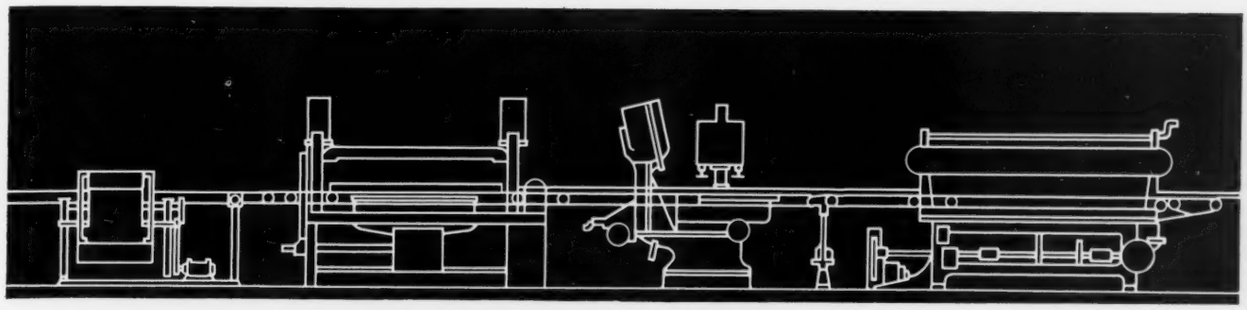

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Boulogne, Seine, France
LEA & PERRINS INC.
New York, N. Y.
LEHN & FINK
Bloomfield, N. J.

It is difficult to place responsibility for satisfactory performance when you are operating a line of bottling machinery comprised of equipment made by several different manufacturers.

That is one of the really important reasons why you should "buy Pneumatic" when you are considering purchase of automatic bottle cleaning, filling, capping or labeling machines — because *only Pneumatic* makes all four. The inevitable result of using a line made up entirely of Pneumatic machines is smoother, lower-cost operation, more satisfactory servicing. The confusion of placing responsibility is eliminated entirely. Many concerns have proved the soundness and desirability of this procedure and have found definite savings in installing one or more completely Pneumatic bottling lines. A number of them are listed here. Even if your set-up requires only filling and capping, as is the case with a few of these companies, the same advantages hold true. Let a Pneumatic representative present the facts more completely.

McALEER MFG. CO.
Detroit, Michigan
MIFFLIN CHEMICAL CO.
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MOON GLOW COSMETICS CO., LTD.
Hollywood, California
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RUSSIA CEMENT CO.
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SCHLOTTERBECK & FOSS
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J. A. TUMBLER LABORATORIES
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TECHNOPROMIMPORT
Moscow, Russia
HENRY K. WAMPOLE INC.
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L. E. WATERMAN (SOCIETE JIF)
Paris, France
WHITTEMORE BROS. CORP.
Cambridge, Mass.
WILBERT PRODUCTS CO. INC.
New York, N. Y.
WEST DISINFECTING CO.
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LOWER COST per Container

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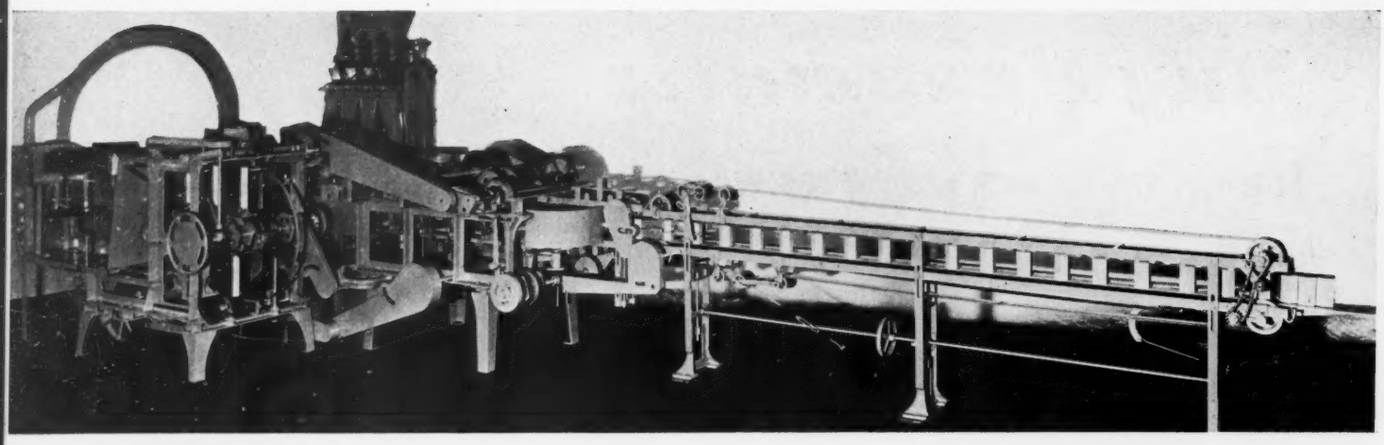
★ ★ ★ ***Bottling Equipment*** ★ ★ ★



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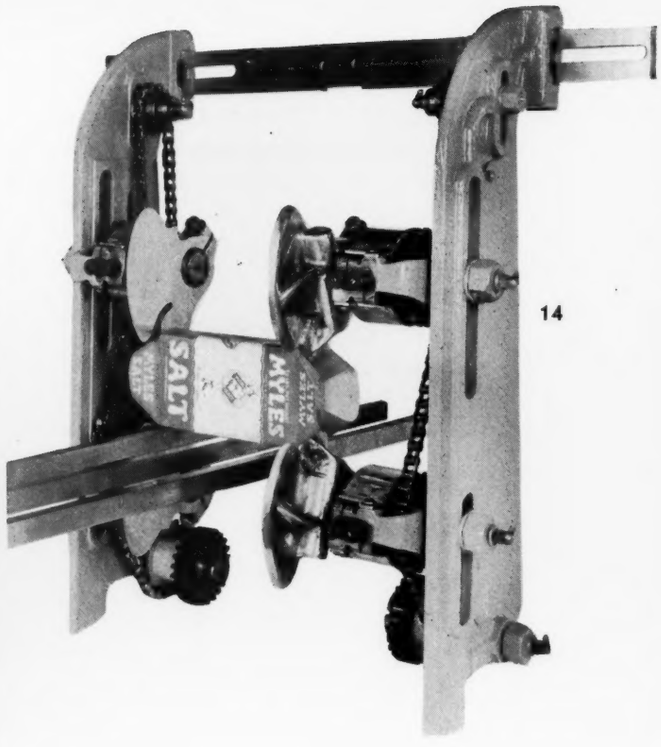

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Fig. 12. Bottom and top sealing machine for filling hexagonal salt cartons. Fig. 13. Similar type machine, showing close-up of filling mechanism. Fig. 14. Close-up of carton wrapper for salt packages. Machines shown are manufactured by Johnson Automatic Sealer Company, Ltd. and employ monel metal on shafts, guide rails and other parts contacting packages

is equally adaptable to all purposes. However, in the pursuit of permanence, as an ideal, the development of the alloys of chromium and iron, with or without nickel has made available a class of materials, combining unusual resistance to corrosion with very desirable physical properties, known as stainless steels.

The "stainlessness" of the stainless steels is due to the chromium which they contain. Chromium has the power of covering itself, rapidly and automatically, with an invisible, very thin, oxide film, which, when formed, protects the metal underneath from further attack. Chromium retains this power of forming a protective, impervious, oxide film when alloyed with iron, but the chromium content of the alloy must be in excess of 12 per cent of the total volume.

While the other metals and alloys have their specific uses and advantages because of the fact that stainless steels combine excellent appearance, durability and wide applicability, their use in the packaging industry is of sufficient importance to single them out as representative

HAVE YOU SEEN THESE CELLOPHANE PACKAGES?

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Write for Samples!

of what may be obtained from these new and better metals and alloys.

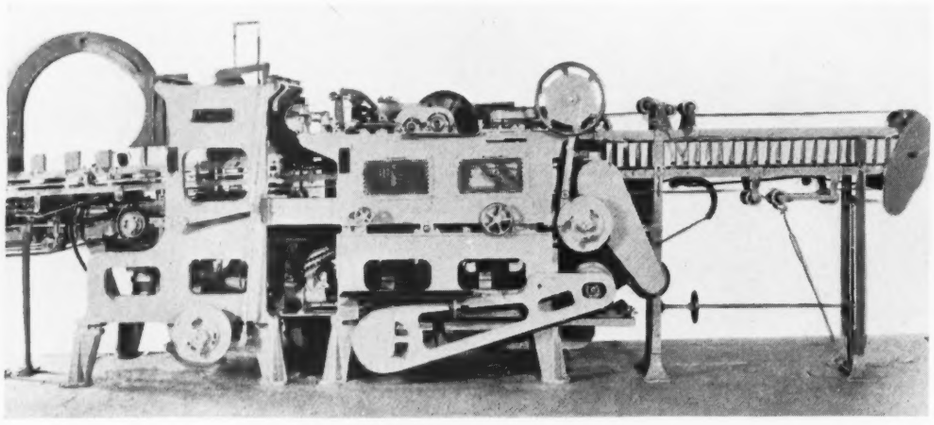
Stainless steel is really not a steel, but is an iron, the simple difference between iron and steel being that when iron contains enough carbon so that it will harden appreciably when it is quenched from a high temperature, it is called *steel*—otherwise it is known as *iron*. A better term for this material, therefore, would be corrosion-resisting iron, or corrosion-resisting alloy. However, the general term in popular use today is stainless steel, and will unquestionably continue to be used.

There are three general groups of stainless steels:

1. Cutlery: 12 to 14 per cent chromium, with relatively high carbon. Can be hardened by tempering and is utilized primarily for cutting edges.
2. Industrial: 17 per cent chromium, low carbon, and not hardenable by heat treatment. Rustless under many circumstances, but not all.
3. "18–8": 18 per cent chromium and 8 per cent nickel, with relatively little carbon. This is one of the austenitic stainless steels, the term austenitic referring to the fact that in this group the iron is caused, through the influence of the alloying elements, to be present at ordinary temperatures in the austenitic or gamma, non-magnetic crystal form. This is the most important of all the stainless steels because of its very wide application.

Stainless steel is not a plated metal, hence there is no plating to wear thin or chip, exposing a corrodible metal

Fig. 15. Carton feeder and sealer for flour. Fig. 16. Carton feeder and sealer for various grocery products. Fig. 17. Automatic wax wrapping machine for wrapping cracker cartons. Photos by courtesy of Johnson Automatic Sealer Co., Ltd. As in other machines made by this company, exposed parts are safeguarded against corrosion and contamination



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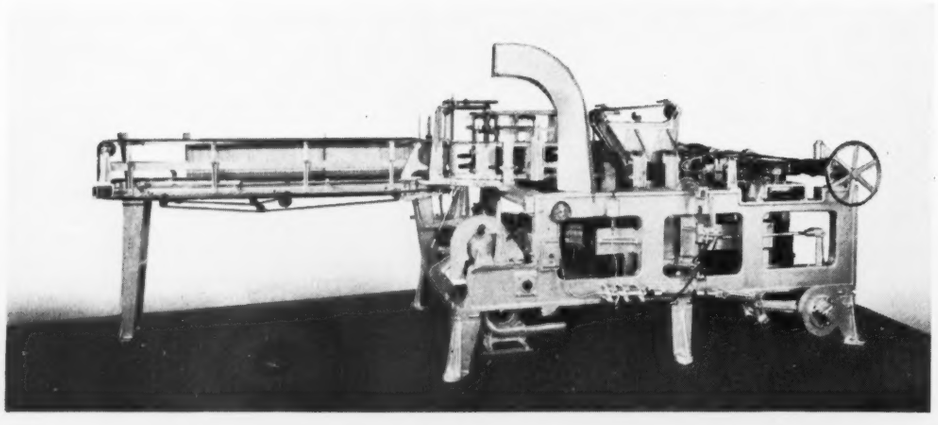

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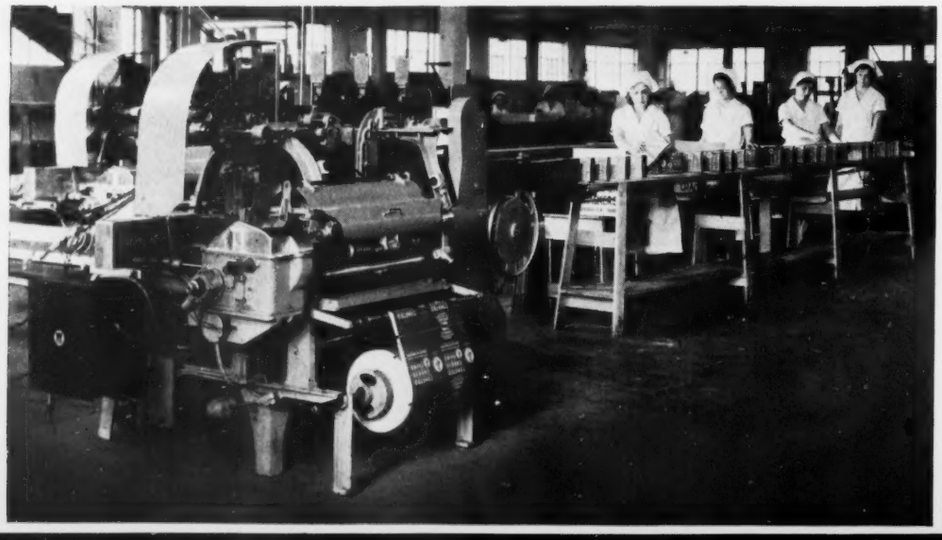

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And You Choose a Cigarette Cased and Sealed on STANDARD-KNAPP MACHINES

Every major cigarette producer uses Standard-Knapp case sealers. So does every major oil producer, every major soap producer, every major brewer and—for that matter—most major packagers in every line.

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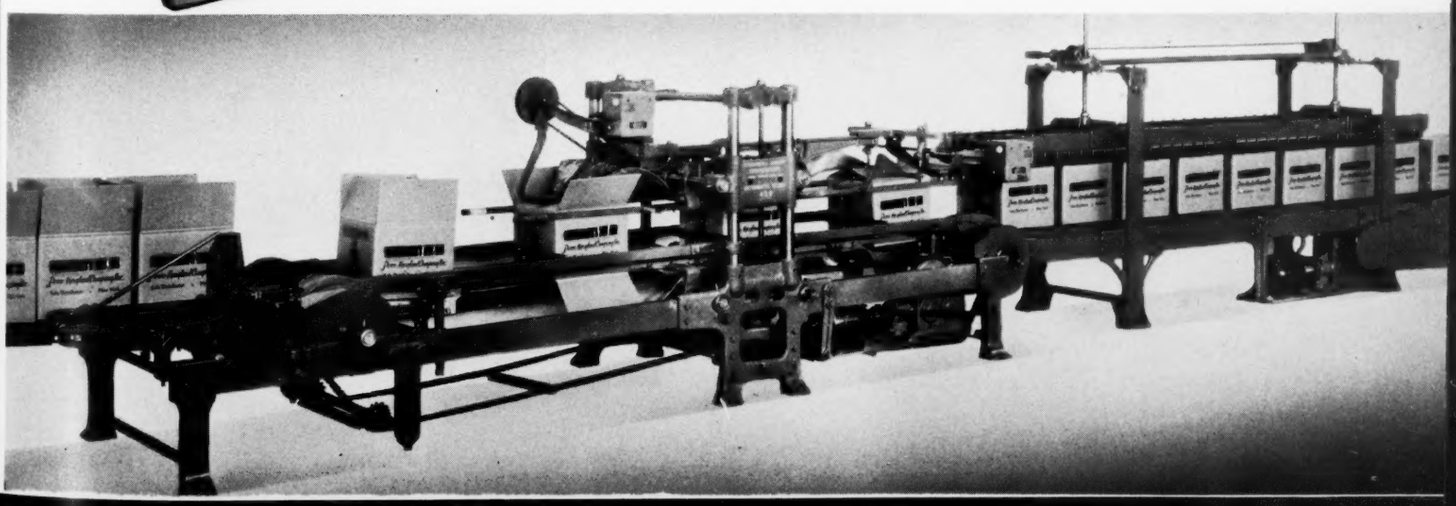

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Windsor House, Victoria St., LONDON, ENGLAND

beneath. It is hard and tough, being about twice as hard as mild steel.

As a single example of its potential usefulness, consider its application on our large bridges and superstructures. These enormous structures have to be painted regularly to stop the inroads of rust and deterioration. Stainless steel bridges would unquestionably increase their original structural costs from five to ten times, but because of their low maintenance costs they would pay for themselves in ten or fifteen years, and if not outmoded would certainly last from a hundred to five hundred years!

Stainless steel first emerged from the laboratory to become a growing factor in steel production in 1922. In 1930 Henry Ford adopted its use on his Model A automobiles, for radiators and lamps. His reasons for doing so were undoubtedly its qualities of retaining a bright polish, its resistance to rust and chemicals and its long life. While adopting this material, in its still untried use for automobiles, was a somewhat courageous step for Ford, the improved appearance and service it gave met a ready response, and its adaptation to other cars followed as a matter of course. Its use soon spread, being adopted for kitchen sinks, stoves and cooking utensils, and then moving into the house where it was used for coasters, modernistic furniture and lamps, ash trays, wall and table decorations, cocktail shakers, cigarette lighters and even watches and jewelry.

The industrial applications of stainless steel will be readily understood by the following "high spots" from just a few of the industries making use of it.

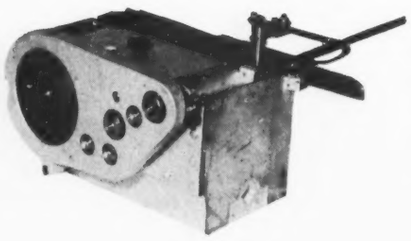
Dairy and Creamery Uses. Dairy equipment must be immune to attack by sweet and sour milk and cream, buttermilk, cheese and the acidophilus types of special milks. Containers and equipment must not affect the flavor, appearance or keeping qualities of the dairy product, and it must not be attacked by the cleansing agents, refrigerating brines, chemical sterilizers and live steam which are in common use in this industry. It must not rust or tarnish under the peculiar atmospheric conditions prevailing in dairies.

Stainless steel was first introduced in the dairy industry in 1924, but its general adoption was slow due to the investments made in other forms of equipment. The use of tin-plating was common among dairies at that time, and was all right insofar as it went. It could not withstand the attack of refrigerating brines. Being a soft metal, tin was suitable for coating or plating stronger, cheaper metals such as steel and copper. So long as the tin plating on the pails, cans, etc., remained intact, all was well, but there were frequent cases where minute particles of copper and steel were introduced into the milk, because of improper plating, which caused a rapid deterioration of its flavor. This uncertain condition held true both with pure copper as well as alloys, such as monel metal, German and nickel silver. Nickel, while entirely satisfactory in many respects, is soluble in milk at the pasteurizing temperature, and tarnishes under atmospheric conditions and in presence of milk, due no doubt to the sulphur content of the milk protein.

Glass-lined steel tanks for pasteurizers, and holding, storage and truck tanks were satisfactory so long as they remained intact, but glass is fragile and subject to cracking and chipping.

Both by repeated laboratory tests, but better by actual

Fig. 18. Glue pots receive protective attention. This shows a bottom glue pot from a folding and gluing machine made by International Paper Box Machine Company. Fig. 19. Likewise protected is a bottle capping unit made by Phoenix Metal Cap Company. Figs. 20, 21, 22, 23, 24 and 25 show machines manufactured by Pneumatic Scale Corporation, Ltd., all of which utilize protective metals in their construction. In order given, they are: single-head automatic capper, combined cleaner and filler, Samco Jr. vacuum filler, tea ball machine, tea bag machine and high-speed net-weight weighing machine



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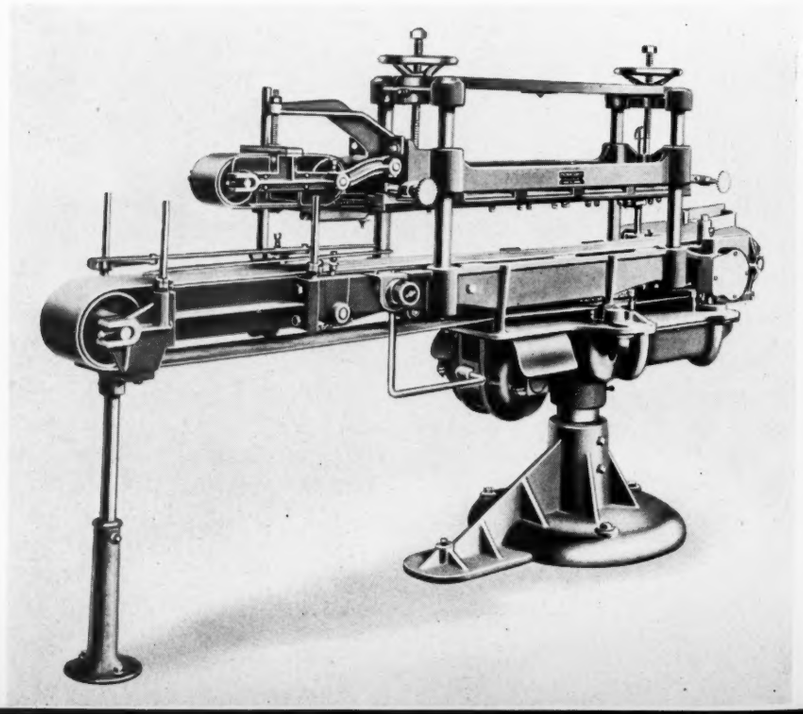

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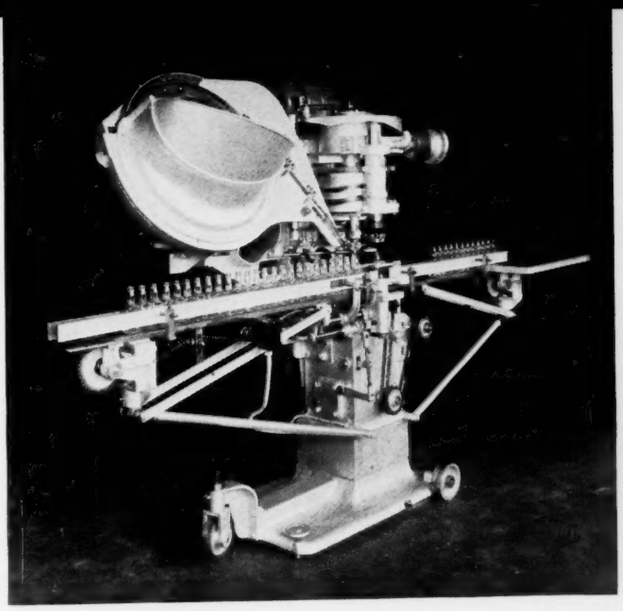

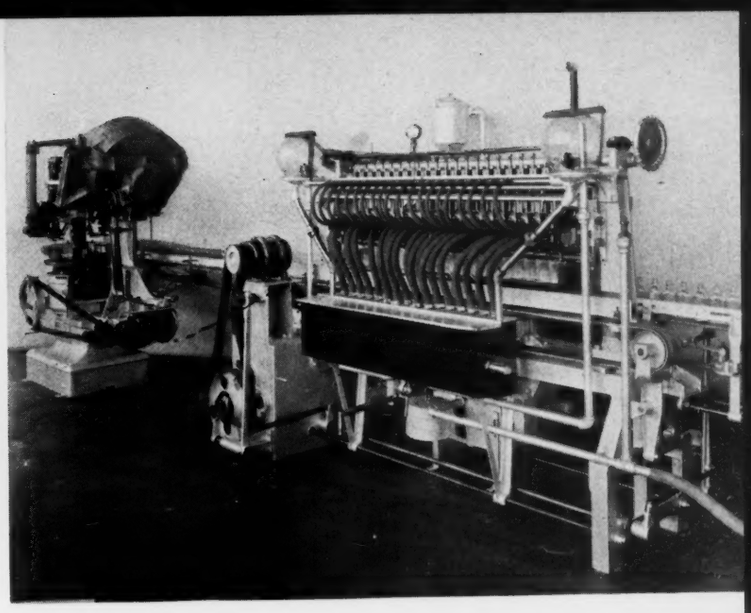

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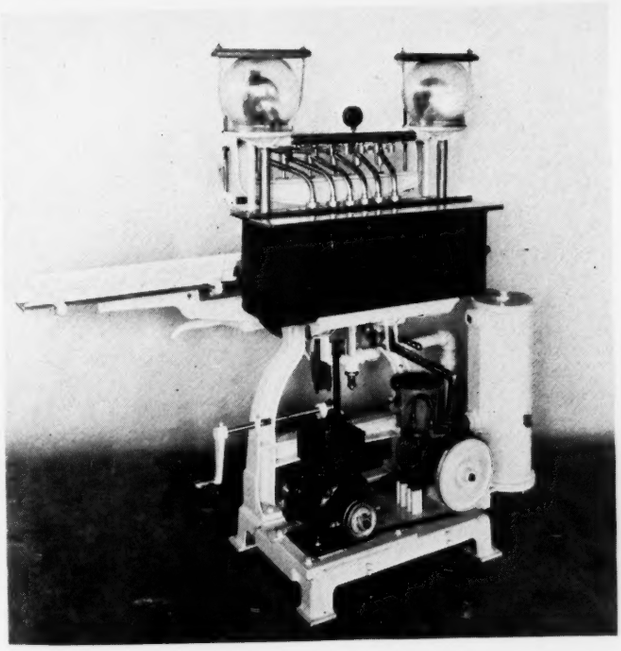

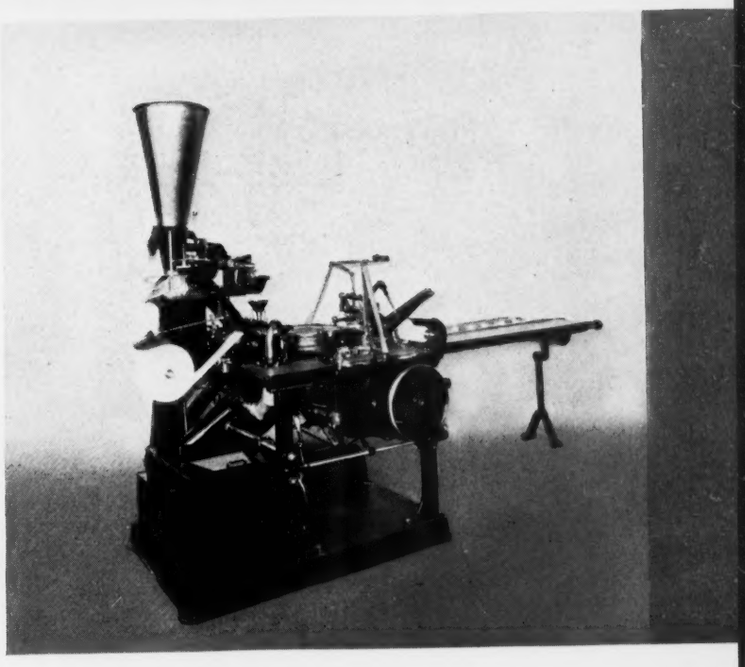

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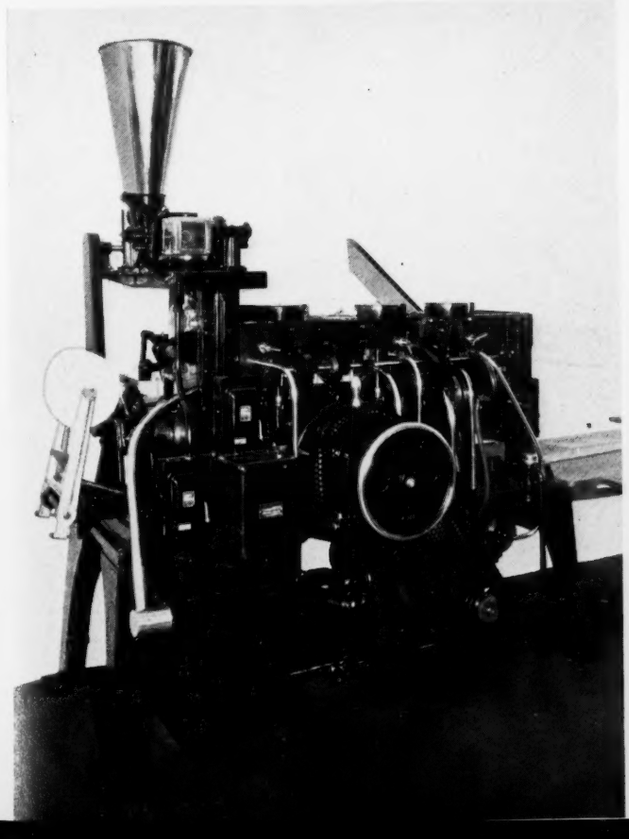

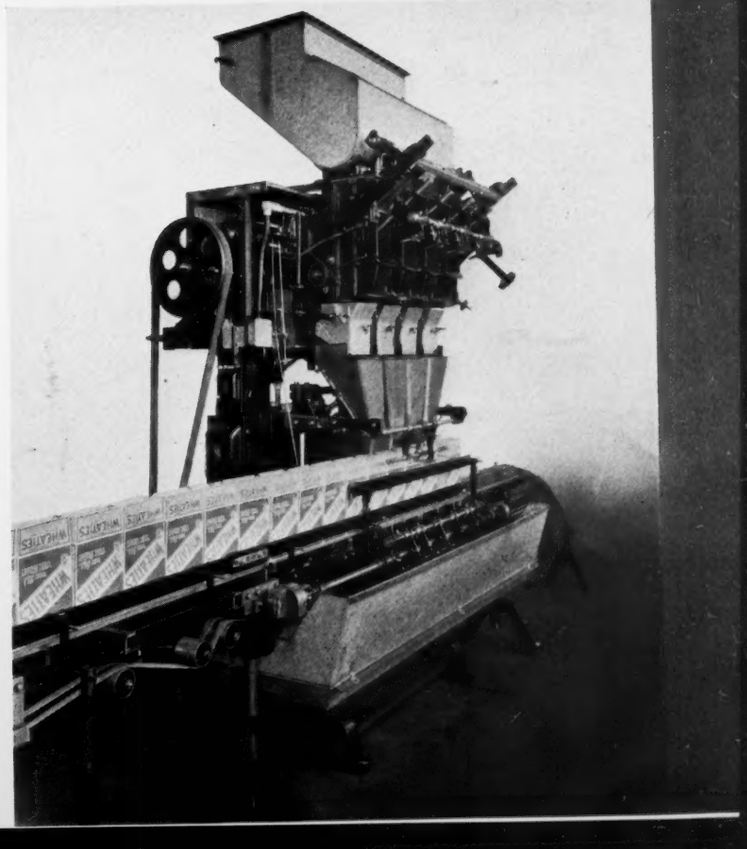

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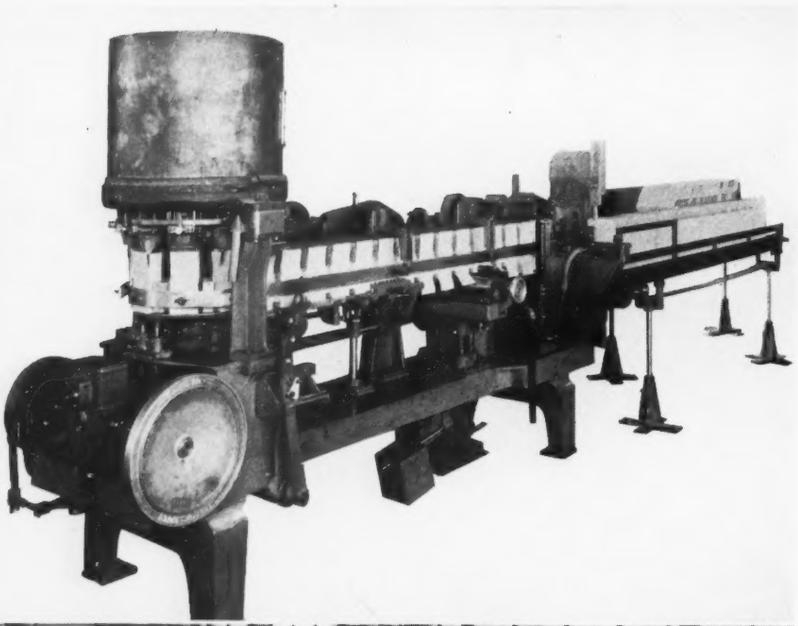

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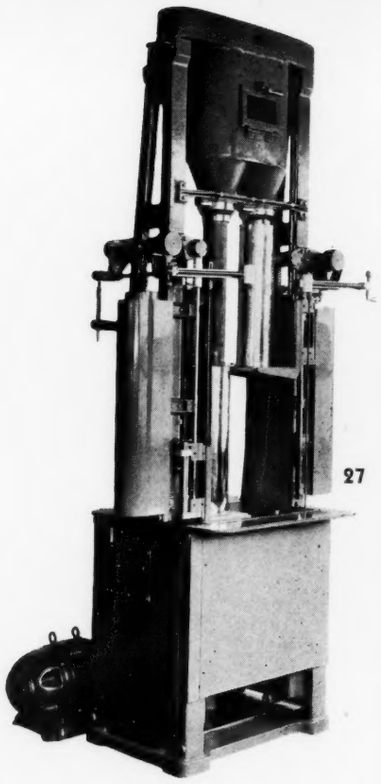

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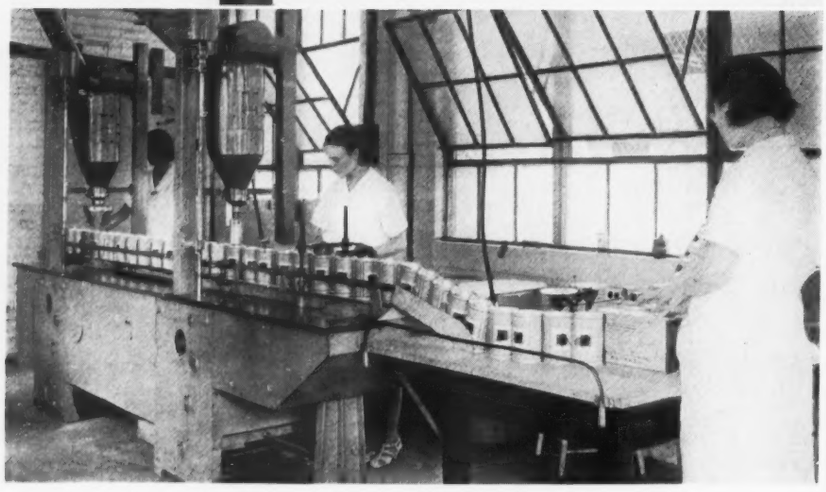

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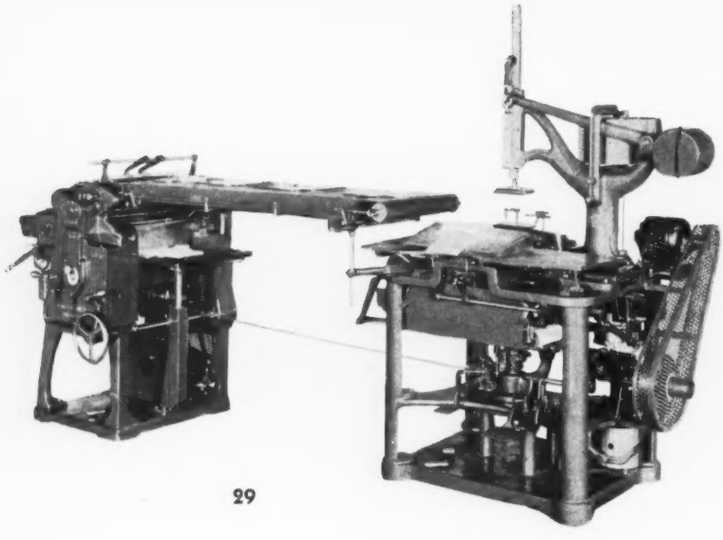

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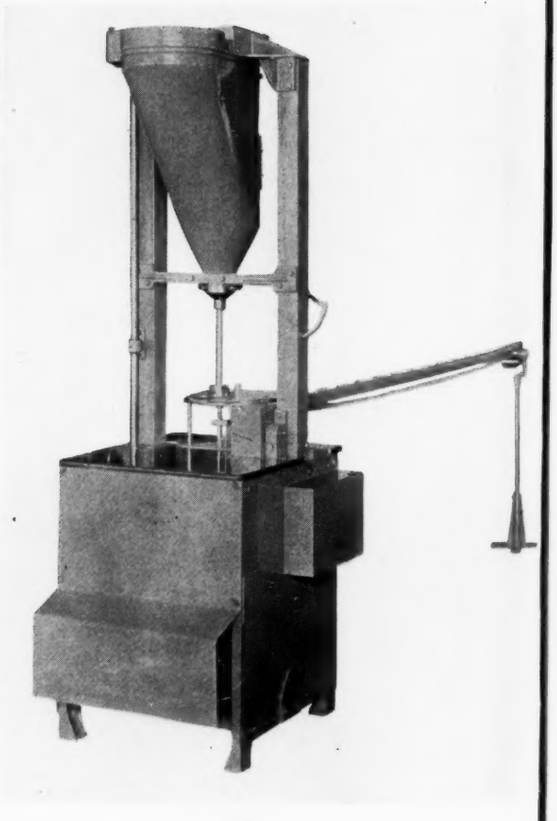

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A group of Stokes & Smith machines which use protective metals. Fig. 26. Automatic carton filling and sealing machine. Fig. 27. Heavy duplex packer. Fig. 28. Automatic double unit filling machine. Fig. 29. Semi-automatic tight-wrap carton unit. Fig. 30. Rotary powder filling machine

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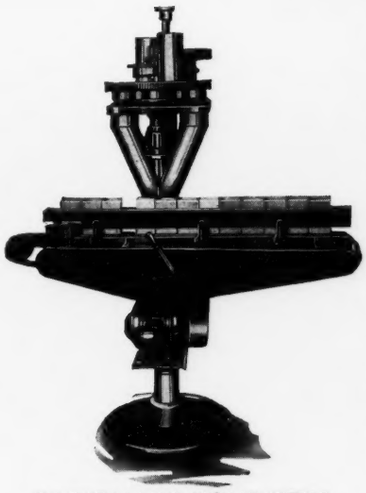

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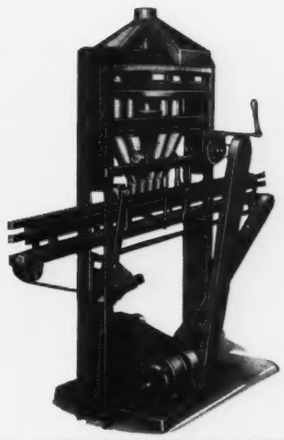
For automatic high speed production, or semi-automatic handling there is a tried and proven Packomatic Machine especially designed to efficiently meet your requirements.

Packomatic Weighers and Fillers are accurate, of sturdy construction and simple to operate, and are successfully handling hundreds of nationally known products.

Whether your business is large or small we will welcome the opportunity of giving you complete detail about "The Packomatic Way" of packaging, without obligating you in any way.



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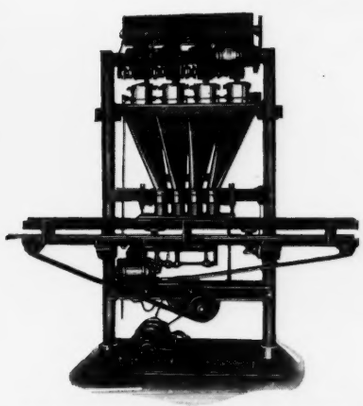
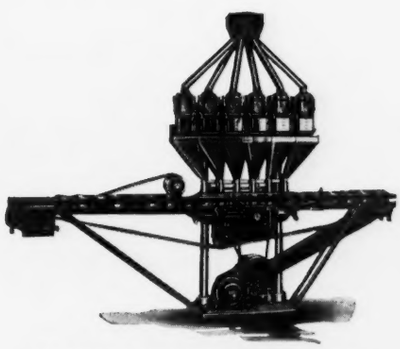


PACKOMATIC FOUR UNIT NET WEIGHER WITH POWER FEEDER



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PACKOMATIC TWO UNIT BULK AND DRIBBLE FEED NET WEIGHER

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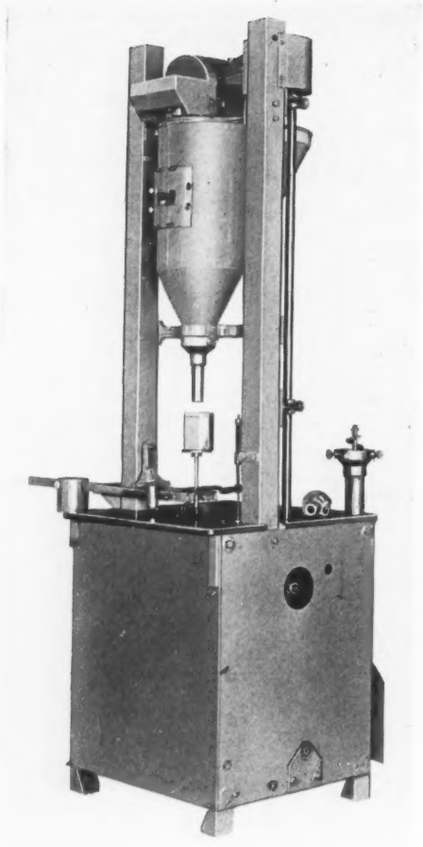
WATER SOFTENERS
MACARONI
SOAP POWDERS
SUGAR
ETC.



31

use, stainless steel of the chrome-nickel type proved its entire suitability for use as dairy equipment because:

1. It was immune to the action of milk products.
2. It affected neither the color nor flavor of milk products.
3. It remained unattacked by cleansing agents, sterilizers or refrigerating brines.
4. It was unaffected by sulphur, whether in the proteins in the milk, or present in the water supply used.

It is now almost universally used in the dairy industry for: Tank compartments of milk trucks and cars; weighing tanks; cans; pails; filters; storage tanks; separators and clarifiers; pasteurizers; coolers; milk holding vats and bottle fillers, including all piping, valves and fittings for conveying the milk in its course through the dairy, from receiving vats to completely sealed bottles.

To cite a single case, R. M. Price, Package Machinery Company, says "Every dairy machinery manufacturer has experienced trouble from corrosion, for standard dairy practice seems to be to clean out machinery with live steam. We use a lot of stainless steel, manganese bronze, and in some cases, chromium plating to protect our milk bottle cellophane hooding machines from the excessive humidity experienced in dairies."

Of almost equal importance, and closely related to milk, is the butter-making industry. Perhaps no other product has as high an affinity for absorbing foreign odors and flavors as butter, which necessitates packaging equipment which will entirely eliminate the possibility of contamination of its delicate flavor. Quoting from a letter from Charles L. Barr, sales manager, F. B.

33

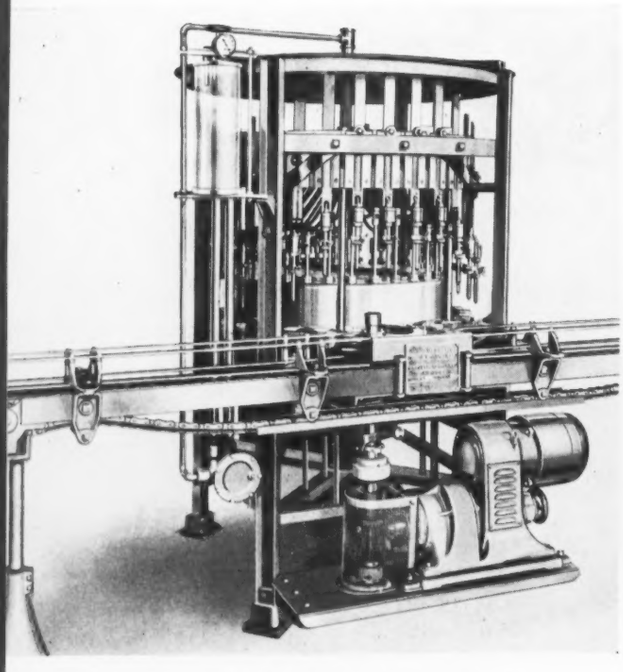


Fig. 31. Universal filling machine. Fig. 32. Automatic tight wrapping machine. Both manufactured by Stokes & Smith Company. Fig. 33. Automatic rotary vacuum filler made by U. S. Bottlers Machinery Company

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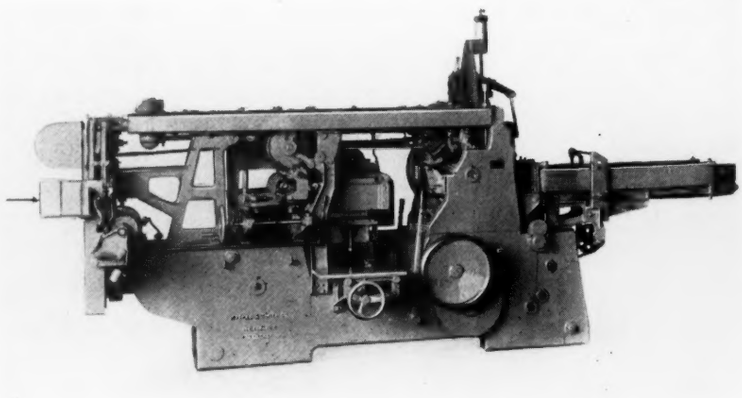
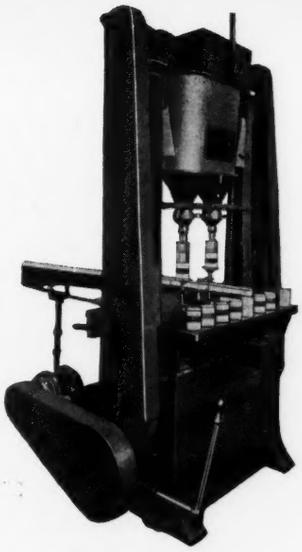




NATIONAL MODEL M H BOND GROSS WEIGHER
Speed: 10 to 50 per minute. Semi-automatic.
Operator: One. Adjustable for packages 8 inches square or round and up to 14 inches high.

NOTE ***We believe this to be the most economical weigher and filler available today. Let us check our facts against your production requirements. Send us samples and information regarding the materials you wish to pack and we will calculate the operating costs—for your product—on this machine. You will be surprised to find how much lower they will be than your present operating cost figures.***

DOUBLE SPEEDS • DOUBLE ECONOMIES
With This Twin BOND Weigher and Filler

Ideal for the speedy and economical packaging of cosmetics, food products, and similar merchandise is this Model M H Twin Semi-Automatic Bond Filling and Weighing Machine.

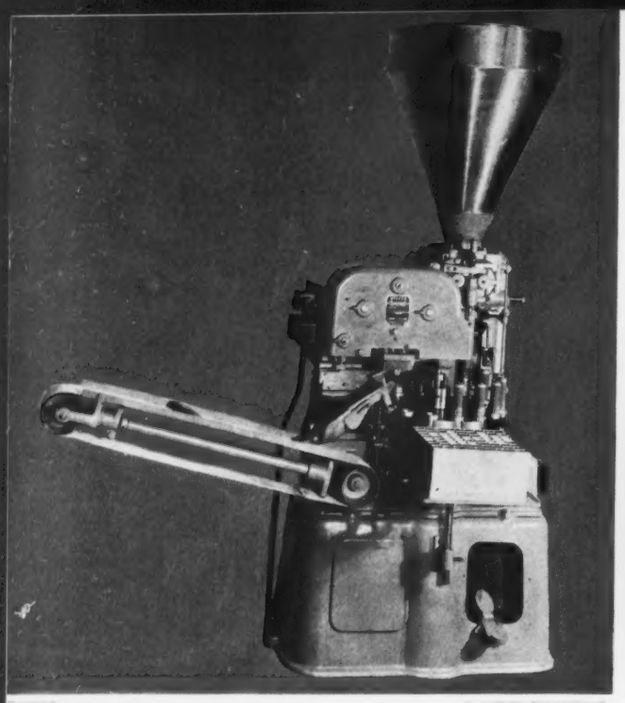
Used for either free-flowing or sticky material, requiring auger feeding, this machine can handle cans, canisters, bags, bottles and powder pouches, having small or large openings. It permits of the operator handling two packages simultaneously. It may be used as a gross weigher, as a volumetric weigher (measuring the material by the volume of the container) or as a packer-weigher (where the material is to be packed from the bottom of the container). It can handle practically any kind of material in any quantity of from 1 oz. to 10 lbs.!

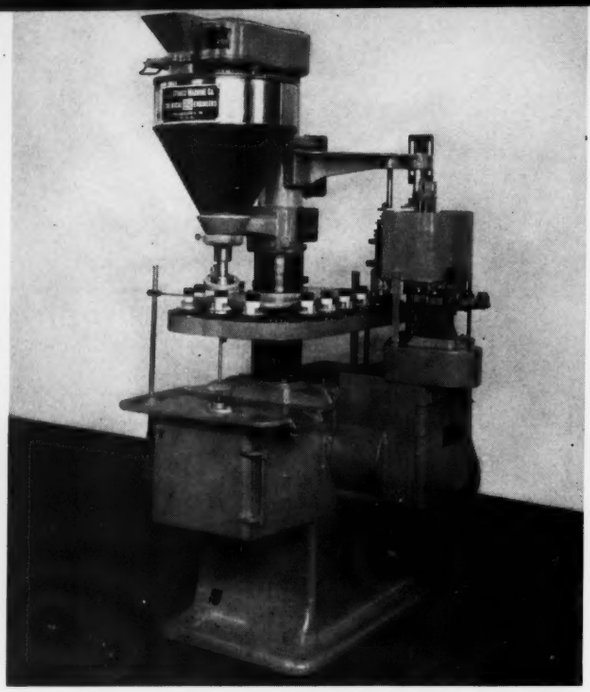
It permits of decided economies in plant layout. Conveyors may be arranged so that both run from one side or from opposing sides of the machine, as desired.

Like all United States Automatic Box Company machines the Model M H embodies every modern improvement which sound engineering practice can devise. In speed, in quality of work, in accuracy—it provides the utmost that may be desired. In original cost and the cost of operation it provides economies heretofore thought impossible.

For further information about the Model M H and other U. S. filling and weighing machines—including production cost estimates for your own product—write to the

UNITED STATES AUTOMATIC BOX MACHINERY CO., INC.
OWNING AND OPERATING
NATIONAL PACKAGING MACHINERY CO.
459 Watertown Street, Newtonville, Mass.
Branch Offices
NEW YORK · CLEVELAND · CHICAGO · LOS ANGELES · LONDON, ENGLAND





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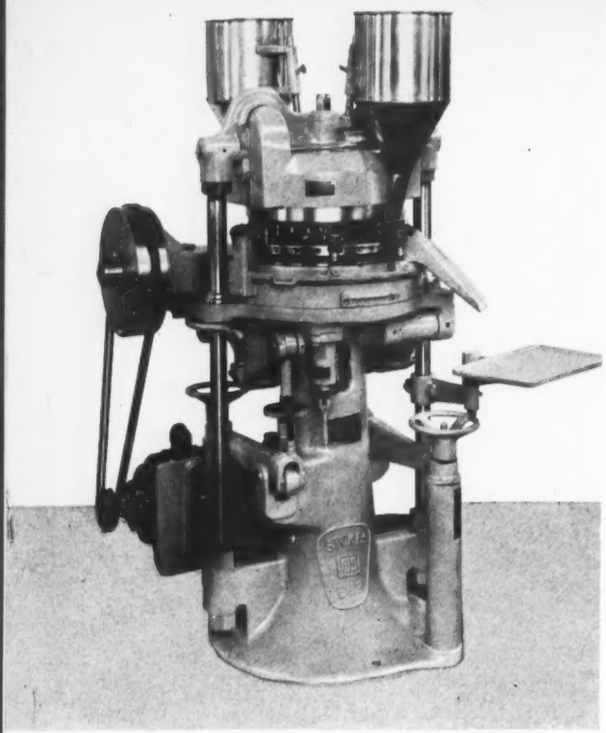

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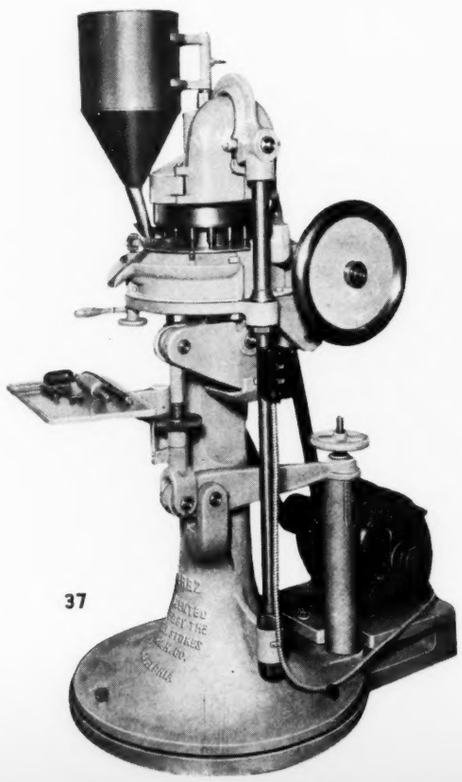
This group of machines made by F. J. Stokes Machine Co., employs protective metals on surfaces exposed to products. Fig. 34. Collapsible tube filling, closing and sealing machine. Fig. 35. Powder filler. Figs 36 and 37. Rotary tablet machine

J. P. Aldrich, vice president and general manager, Automat Molding & Folding Company, comments: "We use many kinds of non-corrosive or stainless metals for the sole purpose of producing machines with long life and preventing product contamination. All parts on our machines coming in contact with the parchment paper that is placed on the product are composed of a nickel alloy, with a high nickel content, which not

Redington Company: "The Redington butter and oleomargarine cartoning machine must be constructed to withstand very severe corrosion-inducing conditions. On these machines, all shafts, cam rollers and cam roller studs are stainless steel. In order to avoid contamination, monel metal is used wherever the product comes in contact with the machine. We are inclined toward the use of both nickel and chromium plating a great deal more than we have been heretofore, the primary reason being improvement in appearance—by which we mean something of far greater importance than merely making the machine better looking, namely, improved operation."



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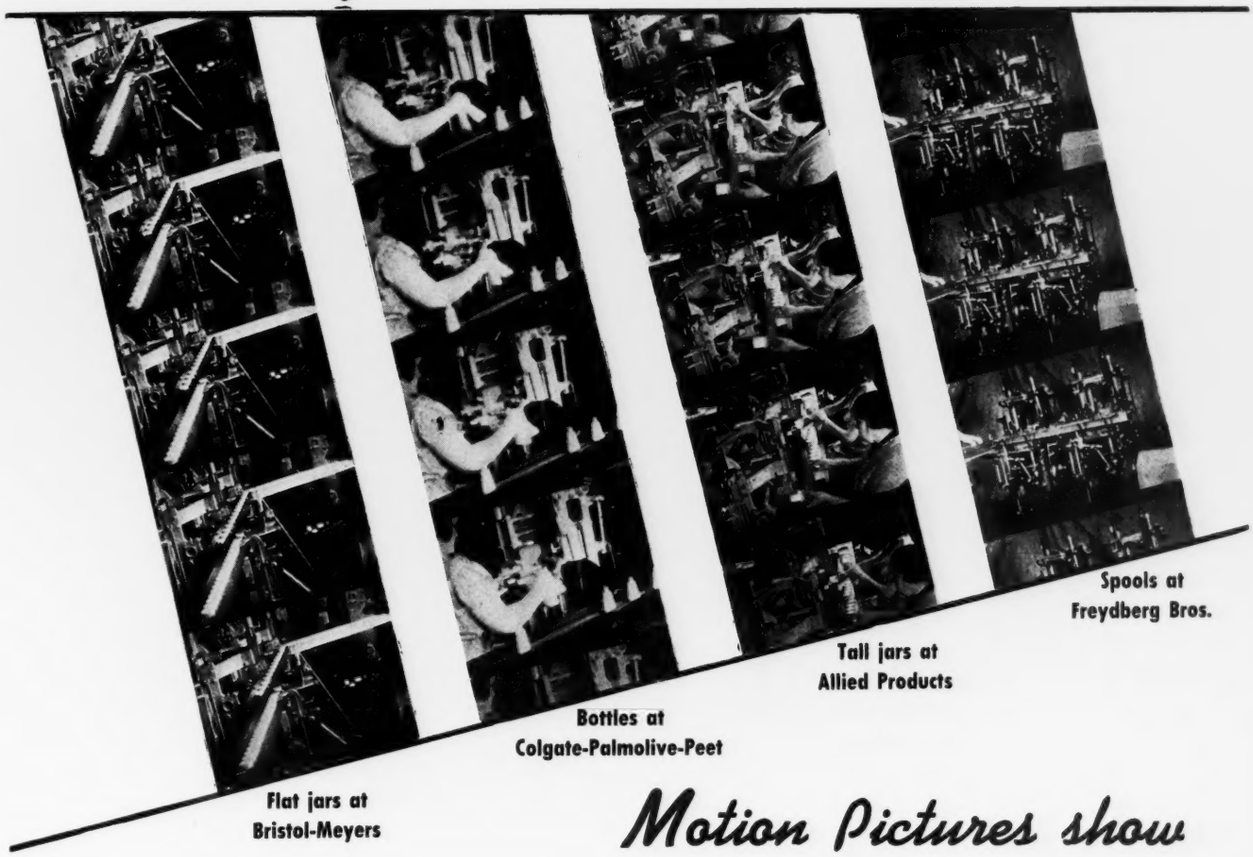
Seeing is believing!



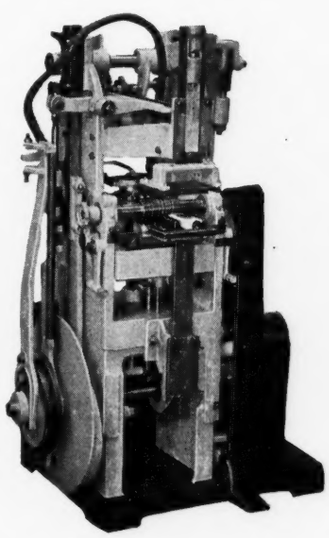
Flat jars at Bristol-Meyers

Bottles at Colgate-Palmolive-Peet

Tall jars at Allied Products

Spools at Freydberg Bros.

Motion Pictures show how the Pony Labelrite pays for itself....



- *Perfect register*
- *No glue seepage*
- *Variable speed control*
- *Petty cash change parts*
- *Wide range of use*

Actual use is the finest recommendation, backed by statements made by the users!

Available for your closest scrutiny is a motion picture which illustrates the simplicity of hooking up the Pony model most suitable for your problem; in tandem, duplex, or with simple conveyor feed. Satisfactory performance is unquestioned.

Ask to see these proofs,—write now, to

NEW JERSEY MACHINE CORPN.

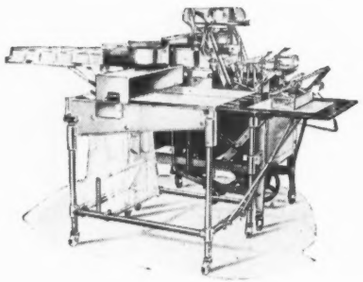
1600 WILLOW AVE. • HOBOKEN, N. J.

CHICAGO OFFICE
549 W. WASHINGTON BLVD.

CANADA
R. S. GOLD, TORONTO

West Coast Agents—L. H. BUTCHER CO., San Francisco, Los Angeles

WRAPS BETTER PACKAGES AT LOWER COST INSTANTLY ADJUSTABLE



Miller Model MP "Economatic" Wrapping Machine with Automatic Paper Cutter.

Better packages speed sales . . . win new customers, satisfy old.

The *Miller* Wrapping Machine assures neat, uniform packages at minimum cost . . . uses least amount of "Cellophane" or waxed paper per package.

The *Miller* features *instant adjustments* . . . without tools. It is compact, on rollers, connects to a light socket.

Write for details!

Note:

The *Miller* is adjusted as easily as moving the carriage of a typewriter. The folding mechanism *slides* into adjustment. It wraps almost any size, without removing or adding parts.

Miller

WRAPPING & SEALING MACHINE CO.

14 S. CLINTON STREET CHICAGO

only take on a permanent high lustre, when machined and polished, but are resistant to corrosion even when coming in direct contact with lactic acids and salt brine, which are elements our machines are continually subjected to. We are using more special metals in our machines than ever before with most gratifying results, and feel that non-corrosive metals should be brought to the front with all possible speed."

In the manufacture of ice cream, stainless steel finds increasing usages for: freezers, homogenizers, mixers, storage cabinets, packing equipment and all kinds of machinery coming in contact with the ice cream. The accompanying illustrations of ice cream filling machines show a number of applications of non-corrosive metals as follows: Hoppers, pistons, piston rods, shafts and package conveyors all of stainless steel; hopper base and gears, packaging and end tables of nickel silver, and uprights or legs of aluminum. W. E. Gunnerson of Anderson Bros. Manufacturing Company, says about these machines: "While we make a practice of building two types of machines—one with a regular steel table and one with a nickel silver table—we have found that the trade would rather pay an additional price to get the stainless material which gives so much better results."

Food Product Uses. The very quality that makes chromium good looking and easy to keep clean, its untarnishability, is the reason why it so effectively serves in the food industries. Tarnish indicates that a metal is being affected by chemicals, found either in the air or in a liquid. To all chemicals, found in foods and drinking water, chromium turns a smooth and unaffected cheek—even when in contact with sulphur which turns many metals black. Preservers, cookers, dryers and refrigerating equipment all find places where this new shining stainless steel more than earns its way because of the following:

1. It is not subject to discoloration.
2. It does not affect the taste or color of foods.
3. It serves a long, pleasing and satisfactory life.

So long as stainless steel remains unaffected by the organic acids occurring in foods, and will not change the taste, color, appearance, healthfulness or keeping qualities of the foods with which it comes in contact, it will continue to be used in ever-increasing quantities and places.

A. R. Keene, advertising manager, Pneumatic Scale Corporation, Ltd., lists six major reasons for the use of special alloys and platings in the construction of the company's food packaging equipment:

1. To lower the friction coefficient on metal funnel pipes and hoppers, through which material should flow freely.
2. To lower adhesive properties of such parts.
3. To protect against atmospheric corrosion.
4. To protect against adverse chemical or physical action of materials being handled.
5. To withstand the all-wearing action of abrasive materials.

SECURITY
Convenience
Economy

These are three of the reasons why Wire Stitched corrugated and solid fibre containers are becoming the most popular medium for shipping a great variety of products. BUT SECURITY COMES FIRST.

When WIRE STITCHED, Fibre Containers are Safest and Strongest because wire stitching utilizes the entire strength of the board. A wire stitched container remains stitched, unaffected by heat or moisture conditions in storage or transit that would weaken tape sealed seams.

Containers made of water proofed or other specially surfaced board having poor adhesive qualities are stronger, safer and more dependable when wire stitched.

THE BLISS HEAVY DUTY BOX STITCHER

Stitches all grades and thicknesses of box board used for shipping containers. It will form and drive as many as 400 stitches per minute. Its quick action is an important feature in assuring maximum production. Machine is strongly built and will render many years of service in continuous, steady production.

Ask for new literature. It describes the wide variety of stitching done on this machine in addition to the regular line of boxes and shipping containers.

Bliss Box Stitched on Bliss Box Stitcher

DEXTER FOLDER COMPANY

Bliss, Latham: and Boston Wire Stitching Machinery for All Types of Fibre Containers

28 WEST 23rd STREET, NEW YORK, N. Y.

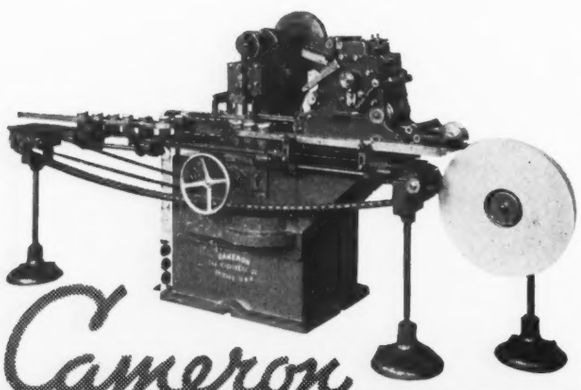
CHICAGO	PHILADELPHIA	BOSTON	CINCINNATI	SAN FRANCISCO
117 W. Harrison St.	5th and Chestnut Sts.	185 Summer St.	3441 St. John's Place	LOS ANGELES-SEATTLE Harry W. Brintnall Co.

THIS Cameron machine cuts paper discs from a roll, prints them, inserts them in position and crimps them as the can is made. The can is filled in reverse position and then sealed by attaching the bottom. Thus, a perfect, tamper-proof seal is provided to give your customers *visible proof* that your product is fresh—and just as packed!

Better—but costs no more than old style cans—when made on CAMERON machinery.

We make every kind of machine for can manufacture—regardless of size or shape of can or output required.

The machine shown below is fully automatic and, operating at a speed from 100 up to 200 cans a minute, provides a seal that costs no more—frequently less—than old-style, out-of-date can seals. Wherever used, sales have mounted, returned goods dropped! Write, today, for complete information.



Cameron

CAN MACHINERY CO.

240 NORTH ASHLAND AVENUE

CHICAGO, ILLINOIS

6. To improve the attractiveness of exposed machine parts.

Thus, on Pneumatic tea filling machines, all parts which contact tea, gauze, string or tags are chromium plated, as well as the carton filling and net weighing machines, often handling very finely powdered material which doesn't flow any too freely and has to be force-fed, the interiors of hoppers and funnels are chromium-plated and highly polished. Stainless steels are used to reduce friction and protect against atmospheric corrosion.

According to P. A. Steed, sales manager, J. L. Ferguson Company, aluminum, monel metal and stainless steel serve particularly well on the company's salt filling and weighing machines for fillers, inlet-spouts, measuring pockets and discharge spouts, withstanding corrosion which renders ordinary metals useless in short order.

The extremely damp atmospheric conditions encountered in salt plants make it necessary to use monel metal on all shafts, guide rails, and other parts contacting the packages on bottom and top sealing equipment for hexagonal cartons, made by the Johnson Automatic Sealer Company, Ltd. Other of their food-packaging machines use special metals as indicated in descriptions accompanying illustrations.

Stokes & Smith Company in the construction of its filling and wrapping machines for practically every kind of food, grocery, drug and chemical product, uses large quantities of stainless steel, monel metal and chromium plating for supply hoppers, auger shafts, auger feeding tubes, agitators, gluing mechanisms, rollers and parts.

Cartoning machines, made by Peters Machinery Company and widely used for packaging lard and vegetable shortenings, use stainless steel, aluminum and chromium to eliminate any possibility of corrosion and facilitate cleaning them. The forming blocks, a particularly important part, are made of aluminum while the tucking and folding mechanisms are chromium, nickel plated and stainless steel.

Beverage Industries Uses. The brewing industry has adopted stainless steel for storage tanks, as well as the inner-liners for beer barrels. In the filling of bottles with whiskey, wines, liquors, vinegar and similar liquids, rotary fillers, made by Horix Manufacturing Company use stainless steel for tanks, float valves, feed line equipment and filling valves, with the result that "the quality of the product is improved and particularly with beverages, contamination of the product, through particles of deposited matter getting into the bottles, is avoided."

An interesting report on the acceptance of special metals used in filling machines, which handle light or heavy, foamy or syrupy liquids in bottles, cans and containers of any size or shape, is given by I. H. Risser, sales manager, U. S. Bottlers Machinery Company: "Like every other manufacturer of packaging equipment, we furnish standard constructed machines with contact parts of bronze heavily tinned and nickel plated. However, very few of these machines are being furnished with standard materials, because we are being called

upon more and more, particularly in food fields, to furnish our machines of nickel alloy, monel, pure nickel and stainless steel, for supply tanks, filling tubes and all contact parts.

"The manufacturer who is honestly interested in putting up a quality product will purchase a machine with parts of an alloy suitable for his purpose, or insist upon using a metal that will withstand corrosive action of his materials. In place of recommending standard construction as we did five or six years ago, we now recommend monel, nickel or stainless steel, unless the customer's products are of such a nature that they will have no effect whatsoever upon standard construction metals."

Petroleum Industry Uses. In contrast to the food industries, where absolute sanitation in handling the products must prevail, the use of stainless steel for equipment used to crack crude oil, breaking it down into gasoline and commercial oils, demonstrates another of its qualities—its rare ability to survive extreme heat and high pressure without deterioration. It has been repeatedly proved that stainless steel will resist heat up to 1850 deg. F., more than twice the heat which the average steel can successfully survive!

Canning and Fruit Juice Uses. Stainless steel is extensively used for equipment used in the handling and preparation of fruit juices, such as: corrugated rolls of crushing machines, dippers, pails, vats, cookers, conveyors, pipe lines and fittings; yes, right down to complete soda fountains, where it must be able to resist the corrosive action of steam, water, food and fruit acids.

Pharmaceutical and Drug Uses. As the result of research a whole new field of medication is opened up which presents new and more difficult procedures for the drug and pharmaceutical manufacturers to follow in the preparation, handling and packaging of their varied and valuable pharmaceuticals. Here especially it is absolutely necessary to safeguard against deterioration of the product, through contamination with foreign substances. In addition there are the variables of:

1. Reactions under high and low temperatures.
2. High and low pressures.
3. Various and wide ranges of acidity and alkalinity.
4. Use of corrosive substances at various concentrations and temperatures.

In its constant search for improved corrosion-resistant alloys that will more fully solve the manufacturing problem from the standpoint of quality in the finished products, economy, safety and endurance, the 18–8 chromium-nickel-steels have had their greatest range of usefulness in pharmaceutical manufacturing. A few of its applications include: hypodermic needles, filters and accessories, steam-jacketed pans, vacuum stills, inner and outer shells, containers and container-liners, stirrers, shafts and blades, pipe lines and coils, valves, valve seats, inlets and outlets on homogenizers, punches and dies for pill and tablet machines, mixers, paddles, centrifuges, supercentrifuges, kettles, condensers, dippers, pitchers and measuring pails, funnels and covers,

Routing a CHAMBON-CHAMPLAIN cylindrical engraving

Chambon-Champlain

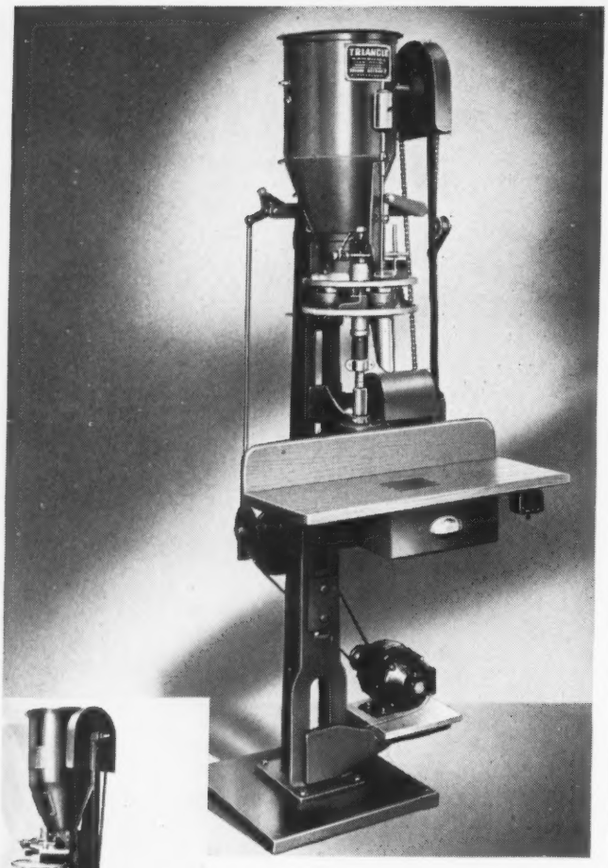
PRECISION ENGRAVINGS *for* all types of ROTARY PRESSES

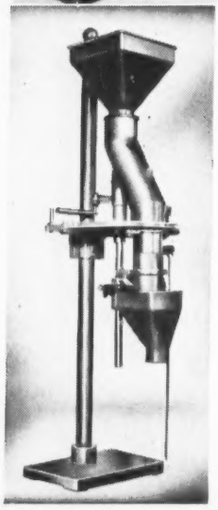
Our new modern plant at Garfield, New Jersey, contains our own art, photographic, and engraving departments for producing cylindrical engravings for all types of rotary printing presses. Our facilities, while designed primarily for CHAMBON-CHAMPLAIN customers, are available to everyone.

CHAMBON-CHAMPLAIN precision engravings are etched from steel or hard bronze cylinders, ground accurately to a satin-smooth finish. The result is a perfect printing surface which practically eliminates make-ready and insures faithful reproduction of the design. Engravings are chrome-plated and good for many millions of impressions.

If your printing is produced from cylindrical engravings we shall be glad to quote on your requirements. For information on engravings or CHAMBON-CHAMPLAIN rotary printing machines write or visit us.
CHAMBON CORPORATION, GARFIELD, N. J.

CHAMBON-CHAMPLAIN
ROTARY PRINTING MACHINES
MADE IN AMERICA AT GARFIELD, N. J.





Volumetric Fillers

FOR EVERY PURSE AND PURPOSE

Priced as low as $160.00. The most complete line offered by any machinery manufacturer. Six different models . . . designed for every production requirement. Capacities range from 3000 to 30,000 packages a day . . . any style of containers. Models G, PI, and SPA, shown here, are favorites among manufacturers of foods, candies, drugs, pipe tobacco and other packers of dry materials. All Triangle machines are simple, sturdy, flexible, economical. They can be installed in your plant on a convenient lease-purchase plan that allows them to pay for themselves with the savings they make. Investigate this outstanding line of fillers before you buy. Let our skilled engineers suggest the best, most economical machine for your needs.

WRITE FOR FREE COPY OF "PRACTICAL PACKAGING"

TRIANGLE PACKAGE MACHINERY COMPANY

907 No. Spaulding Ave., Chicago, Ill.

50 Church St., New York • 111 Main St., San Francisco

FOREIGN OFFICE • 44 WHITEHALL STREET, N. Y. C.

trays and sinks, sieves and strainers, table coverings and plates, manifolds, drip pans, chutes, hoppers, guards, scrapers, spatulas, spoons, scoops, buckets on turbine rotors, pumps and pump shafts.

Arthur Colton Company, maker of pharmaceutical machinery, reports that chromium plating the punches and dies in its tablet machines gives them a finish which outlasts plain hardened steel, while on the company's filling machines, they are using more and more stainless steel for parts that come in contact with the product.

W. D. Kimball, first vice president, Standard-Knapp Corporation, states that this company's experience shows that stainless steel alloys withstand wear better than other metals on the packaging machinery it manufactures for use in packaging soaps, salts and chemicals which tend to rust and corrode ordinary steel.

The hoppers and filling parts of the F. J. Stokes Machine Company's powder and tube filling machines are made of stainless steel, while handwheels, adjustments and tablet slides used on tablet compressing machines are chromium plated. These special metals are readily seen in the accompanying illustrations.

In a recent survey, confined to readers of MODERN PACKAGING, it was found that the five principal heat, abrasion and corrosion resistant metals and alloys used in various types of packaging machines were:

Aluminum and alloys
Cadmium plating
Chrome and chrome plating
Nickel and nickel alloys
Stainless steels

While not purporting to be a complete or exhaustive survey of all types of packaging machines used, it nevertheless showed that these special metals had been adopted for regular commercial use in the following types of packaging equipment:

Bag fillers
Bottle fillers
Bottling machinery
Box-making machinery
Butter cartoning and wrapping
Can fillers
Capping
Carton sealing
Cartoning
Cellophane cutters
Chemical machinery
Corrugated board printing
Corrugated box gluing, sealing and stapling
Drug machinery
Fibreboard box printing
Filling machines
Filters
Folding carton forming & gluing
Food packaging
Gluing machines
Gumming machines
Ice cream packaging
Labeling
Metal packaging
Paper box forming and gluing
Paper combining
Paper cutters
Pharmaceutical machinery
Printing machines, on paper, corrugated and fibreboard, wood and metal
Sealing machines
Shipping case sealing and stapling
Special process machinery
Stapling and stitching
Tablet compressing
Testing
Weighing
Wire stitching
Wire tying
Wood box printing
Wrapping

Seeking for the underlying reasons for the uses of these more expensive metals, the following reasons were advanced:

Assist in keeping machines clean.
Better finish.
Facilitate flow of materials, such as powders, cereals, etc.
Facilitate and prevent their clogging, caking or sticking.
Facilitate handling of packages.
Facilitate economical and efficient operation of machine.
Facilitate quiet, smooth machine running.
Improve appearance.
Improve service of machine.
Improve visibility (of dials).

Increase life and usefulness of machine.
Maintain good original appearance of machine.
Meet demand of customers.
Prevent exposed brass parts from turning black and unsightly.
Prevent breakdowns and shutdowns for part replacements.
Prevent contamination of product.
Promote cleanliness in handling product.
Protect exposed parts from abrasion.
Protect exposed parts from chemical reactions.
Reduce friction and wear in machine.
Reduce power required to operate machines.
Reduce weight of moving parts.
Resist corrosion, rust and stains.
Sanitation—better handling of food products.
Secure dust-free surfaces.

Breaking the five classifications of materials used down to the specific packaging machine parts, we have:

PACKAGING MACHINE PARTS USING ALUMINUM AND ALLOYS

Buckets
Carton forming blocks
Cooling plates
Covers for gears and moving parts
Discharge spouts
Doors
Drops for end tables
Fillers
Folders
Forming blocks
Funnels
Guards
Heat plates
High speed parts
Hoppers
Inlet spouts
Machine legs
Moving parts
Package pushers
Paint on main frames and conveyors
Parts in contact with adhesives
Parts in contact with product
Plates, heat and cooling
Scale buckets
Spouts, inlet and discharge
Stitchers, duraluminum on certain parts

PACKAGING MACHINE PARTS USING CADMIUM PLATING

Cams
Carton folders
Carton guides
Yokes
Cast iron parts (formerly painted)
Springs, coil and flat (of phosphorous bronze)
Table top

PACKAGING MACHINE PARTS USING CHROME AND CHROME PLATING

Agitators
Auger-feeding tubes
Auger shafts
Cams
Carton folders
Carton guides
Clutch operating bars
Cone gear levers
Cooling plates
Dials
Dies
Dressing up exposed parts
Finished surfaces
Flight plates
Folder bars
Folders
Folding machines
Glue rolls
Gluing mechanisms
Handwheels and all their adjustments
Heat plates
Hopper linings
Levers
Package carriers
Package pushers
Parts in contact with acid
Parts in contact with product
Punches
Rotating discs
Rotary plates
Sheet supporting fingers
Side pieces
Slides and chutes
Tucking mechanisms

PACKAGING MACHINE PARTS USING NICKEL AND ALLOYS

Agitators
Auger-feeding tubes
Auger shafts
Bolts
Cylinder blocks
Dials
Filler parts, such as tubes
Filter working parts
Finished surfaces
Folder plates
Folding mechanisms
Gears
Glue pots
Guide rails
Hopper bases
Hoppers
Nuts
Parts in contact with package
Parts in contact with product
Pins
Push paddles
Rotating discs
Screws
Shafts
Supply tanks
Tables, main and end
Tucking mechanisms

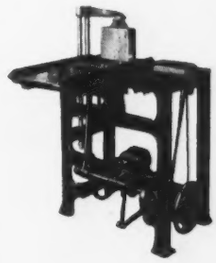
PACKAGING MACHINE PARTS USING STAINLESS STEELS

Agitators
Auger feeding tubes
Auger shafts
Bars
Butter wrapping parts
Cam rollers and studs
Contact parts
Conveyors and conveyor parts
Discharge spouts
Exposed parts
Feed lines
Filling valves, tubes and parts
Filter machine working parts
Float valves
Glue pots and parts
Hoppers, tops and bases

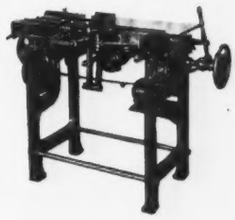
IF YOU HAVE

A PACKAGING PROBLEM

Investigate PETERS Automatic Carton Packaging Machines which are used extensively for setting-up and closing packages.



Right: JUNIOR Carton Forming and Lining Machine. . . . This machine sets up 35–40 cartons per minute, requires only one operator and is adjustable for a wide range of sizes.



Right: JUNIOR Carton Folding and Closing Machine. . . . This machine closes 35–40 cartons per minute, requires no operator and is also adjustable for a wide range of sizes.

Where larger production is required, SENIOR Machines are available, both for setting-up and closing cartons automatically.

May we send you full details on machines to handle your production requirements economically and efficiently? Drop us a line today!

PETERS MACHINERY COMPANY
GENERAL OFFICE AND FACTORY
4700 RAVENSWOOD AVENUE, CHICAGO, ILL.

CAUTION!

To the Trade and to All Manufacturers and Users of

REVERSE ROLL COATING MACHINES

That Are Not Manufactured Under Exclusive Patents Owned or Licensed by the John Waldron Corporation.

We Hereby Caution Manufacturers and Users of Such Machines of Possible Legal Proceedings Being Instituted by Us Against Them.

JOHN WALDRON CORP.

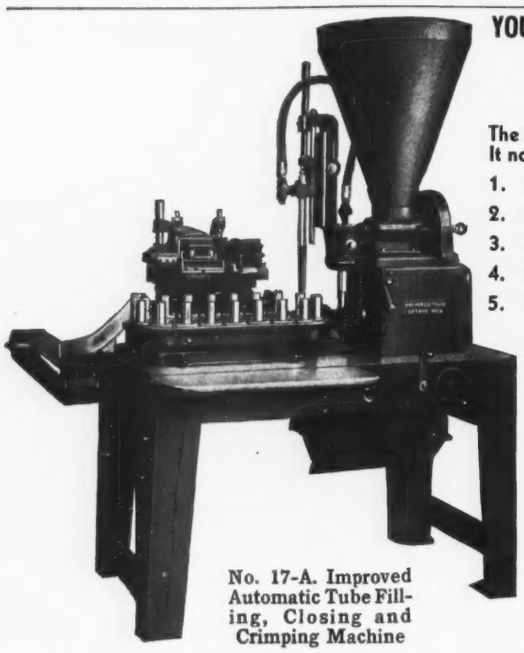
New Brunswick — New Jersey

CYLINDRICAL ENGRAVINGS FOR ROTARY PRESSES

Made of wear-resisting STEEL for long life

Perfect register — any number of colors. Deliveries guaranteed within ten days from receipt of order.

MODEL MACHINERY CORP.
165 West 21st Street N. Y. C.
Tel. WAtkins 9-0569



No. 17-A. Improved Automatic Tube Filling, Closing and Crimping Machine

YOUR IMMEDIATE ATTENTION IS CALLED TO THIS *NEW* No. 17 Type A IMPROVED AUTOMATIC TUBE FILLING, CLOSING AND CRIMPING MACHINE for SEALING COLLAPSIBLE TUBES.

The famous COLTON CLOSURE machine has been greatly improved and simplified. It now offers you these new advantages:

1. Motor is underneath, out of the way.
2. Equipped with REEVES drive for speed control.
3. New design filling head gives a positive free smooth action of nozzle.
4. Start and stop push button switch.
5. Two hand levers. One for starting machine proper. One for stopping and starting filling mechanism.

All of these improvements—yet no increase in price. Write today for a sample tube and full information on this machine.

ARTHUR COLTON CO.
2602 JEFFERSON AVE., EAST
DETROIT MICHIGAN

Parts in contact with adhesives	Shafts
Parts in contact with product	Springs
Parts subject to corrosion and rust	Supply tanks
Picker fingers	Tablet compressing machines
Piston rods	Tanks
Pistons	Tie rods
Printer slotters	Tube filling machines
Sealing rails	

Some indication of the researches which are still going on to find further improvements in the stainless steels through the introduction of other alloys will be seen from:

Molybdenum used in amounts up to 3 per cent to improve certain acid resistances.

Copper used in amounts up to 1 per cent to improve certain acid resistances.

Tungsten used in amounts up to 4 per cent to increase strength at high temperatures.

Silicon used in amounts up to 2 per cent to improve resistance to oxidation or scaling at very high temperatures.

Manganese used in amounts from 2 to 8 per cent to improve the alloy's ductility.

Some of these new and experimental alloys will eventually find their proper application and ultimately be added to the present available alloys. The chromium steels and chromium-nickel-steels are already on a sound basis, and in very wide and general use, doing, it is true, a greatly improved job over previously available materials, but subject nevertheless to still further improvement and refinement.

In countless plates, researchers are clamoring for new methods that will withstand formerly unattainable records of pressure and temperature. And right along with them are plant men, dreaming and scheming of larger and more efficient units that must await the development of new metals and alloys. All are part of a great advance in technology that is stimulating alike to the producer and user of corrosion, heat and abrasion resistant materials of construction.

Reference sources consulted and used in the preparation of this article which should be credited are:

Review of Reviews

Literary Digest

Scientific American

Business Week

Metal Progress

Book of Stainless Steels by E. E. Thum

Iron Age

Informative letters and descriptive data and photographs from package machinery manufacturers.

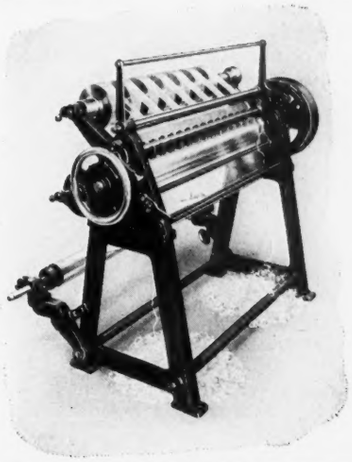
"Your Materials Handbook"—special edition of the October 1936 issue of *Chemical and Metallurgical Engineering.*

Undoubtedly the most novel slitter and rewinder developed in many years, is the

BECK "RAZOR BLADE" SLITTER?

Unique in its performance it slits and rewinds cellulose materials, glassines, etc., with a polished and clean edge, and produces rolls that are properly wound.

Razor Blades cost little—upkeep therefore low. Simplicity of construction means reduced labor costs thru quick adjustments.



Also BECK AUTOMATIC ROLL SHEET CUTTER

Send for circular

CHARLES BECK MACHINE CO.

13th & Callowhill Streets **Philadelphia**

CUT COSTS WAY DOWN WRAPPING IN CELLOPHANE

No large investment . . . no skilled help needed. Yet you save 20% to 40% on labor and materials alone by using the Wrap-Ade Semi-Automatic Sheeter and Gluer for your cellulose wrapping operations. Hundreds of machines in use . . . in banks of 1 to 25 in such plants as Squibb, Chicopee Mfg. Co., Pacific Mills, Standard Oil, Heidelberger Confectionery Co., etc., etc. Ideal for short runs, frequent size changes, soft materials, irregular shapes, etc.

Write, today, for full details—

Wrap-Ade Machine Co., INC.

215 CENTRAL AVE. NEWARK, N. J.

MArket 2-0931

Ask also about Wrap-Ade Devices for sheeting, gluing, sealing, crimping, labeling, punching and bag, envelope and tube making with transparent cellulose.

EDITORIAL OPINION

RESEARCH IN PACKAGE EFFECTIVENESS

Back in April, 1928, we wrote an editorial "Research in Packaging Materials." Said we: "Ordinarily the average purchaser of packaged merchandise has little occasion to give serious thought to the make-up or ingredients of the package. If the package performs its primary functions—protection, convenience and ability to contain properly the contents—it is taken for granted and little comment is made other than perhaps a comparison with similar packages of greater or less attractiveness. However, should the package fail to measure up to accepted practice, it immediately loses cast and this retrogression sooner or later causes a falling off in sales. The package becomes the weak link of the sales chain.

"In the selection of materials for the construction of a package—linings, wrappings, adhesives, carton or cover stock, etc.—full account must be taken of all the contributing factors that will affect the utility of the package under all conditions. A consideration of the product itself, its behavior under varying conditions of moisture and temperature, as well as other circumstances that bear a definite relation to the sales value of the package as an article of merchandise, must receive attention.

"Adequate research facilities for the proper testing of such materials are beyond the average manufacturer of packaged merchandise. He is concerned first of all with the production of his merchandise which must meet certain quality standards and, therefore, not infrequently leaves the selection of his package materials to others. Such practice is not always to be commended for, as is often the case, high pressure selling causes the substitution of inferior materials, and inadequate packages result.

"On the other hand, there does exist a goodly number of concerns who manufacture and sell tested packaging materials. These companies maintain, at no small expense, staffs and the necessary equipment for the study and testing of products, their own as well as others, so that it is possible to determine certain standards of materials for given sets of conditions.

"For the advancement of the packaging industry it is to be hoped that such information becomes more generally known, as this cooperative effort on the part of manufacturers can result only in better packages and a better understanding of their construction by those who use them."

Ten years (well, it's almost ten years) of consistently increasing "package consciousness" on the part of consumers have placed a more discriminating yard stick on the packages which they buy. Not that the importance of materials used has lessened to any degree—for these are, and will remain, an essential consideration. But in the combination of materials and merchandising ideas—the presentation of the package—consumers are demanding a higher order of what we may call "sales encouragement."

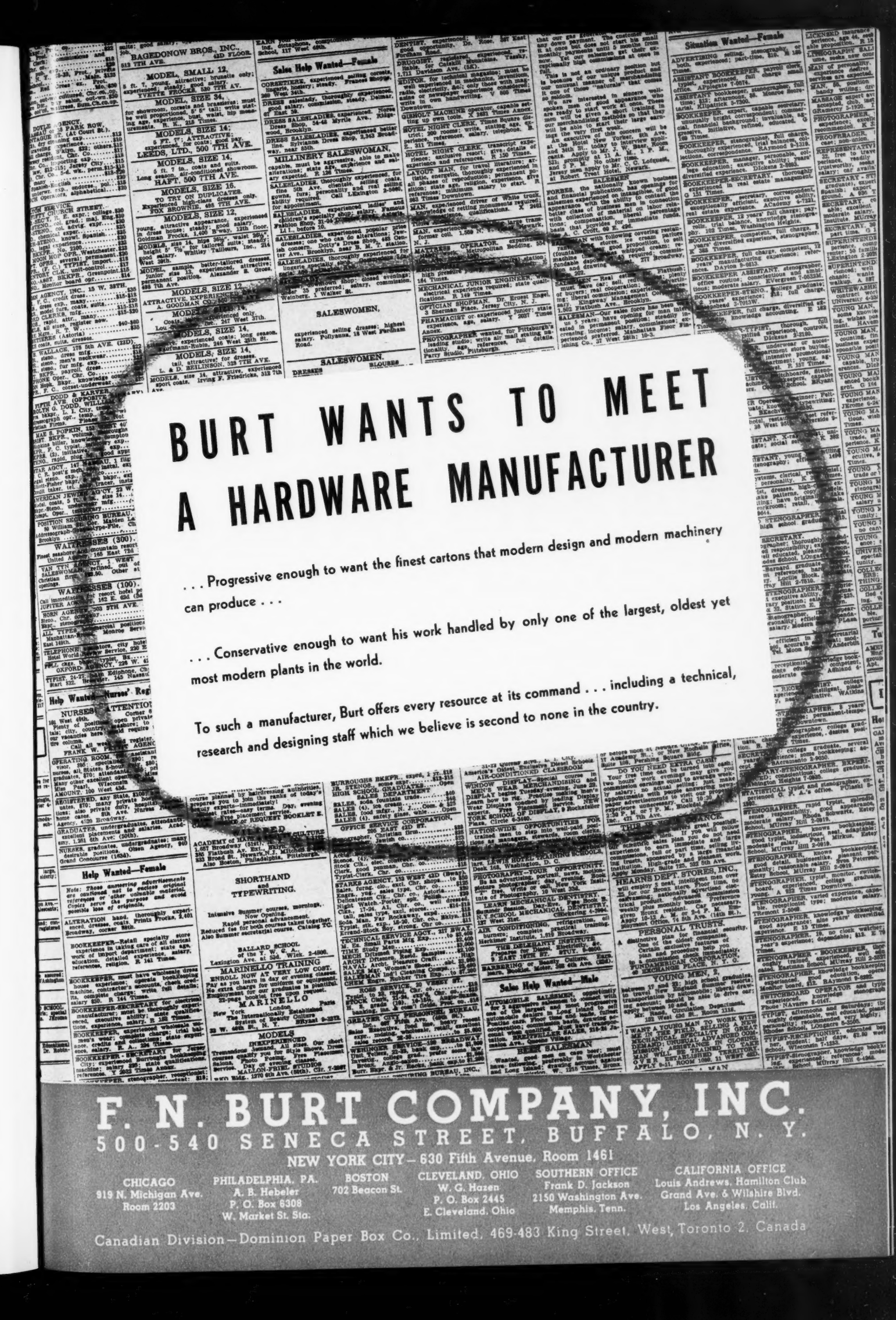
The manufacturers of packaging materials, as well as the manufacturers of packaging equipment, have consistently carried on research in behalf of their products—in many cases being well ahead of the procession with respect to the needs of their customers—the manufacturers of products which consumers buy and use. Likewise the package designers have engaged in research and study in order that they may create packages which compel sales. So that, so far as the "supplier" end of the packaging business is concerned, the ledger shows the score well on the credit side.

But to what extent have product manufacturers conducted their research in that direction most vital to their existence—toward a better understanding of package designs which encourage growing sales? Comparatively few have made any serious attempt to collect factual package information which will be of benefit to themselves or to the industry at large.

And it is time, we believe, to engage whole-heartedly in such work. Unless this is done, there will be a slowing up in the consistent progress which packaging has made. Much of the work done in the pioneering days will be repeated—dusted off, if you will, and possibly given some surface embellishment but, nevertheless, old stuff.

With the presentation, in this issue, of the first of a new series of articles, a definite step is taken in the direction of obtaining factual and interpretable information to determine practices and trends in respect to package and display utilization. With the hardware industry as a starter, it is planned to extend similar studies to other industries. Such analyses, we believe, will furnish not only the groundwork for the study of packages used by individual manufacturers but will also aid package suppliers in determining the needs of their customers.

From our point of view, the opportunity afforded in presenting such surveys will enable a more effectual contribution to the packaging industry than that which is possible by purely reportorial expression. For a business publication which substantially serves its industry should not only disseminate the news of its progress but should also take a leading part in that progress. This we have consistently endeavored to do, and now that a new opportunity is apparent we shall not be found wanting.


BURT WANTS TO MEET
A HARDWARE MANUFACTURER
. . . Progressive enough to want the finest cartons that modern design and modern machinery can produce . . .
. . . Conservative enough to want his work handled by only one of the largest, oldest yet most modern plants in the world.
To such a manufacturer, Burt offers every resource at its command . . . including a technical, research and designing staff which we believe is second to none in the country.
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P. O. Box 6308
W. Market St. Sta.
BOSTON
702 Beacon St.
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W. G. Hazen
P. O. Box 2445
E. Cleveland, Ohio
SOUTHERN OFFICE
Frank D. Jackson
2150 Washington Ave.
Memphis, Tenn.
CALIFORNIA OFFICE
Louis Andrews, Hamilton Club
Grand Ave. & Wilshire Blvd.
Los Angeles, Calif.
Canadian Division—Dominion Paper Box Co., Limited, 469-483 King Street, West, Toronto 2, Canada

Plants and personalities

O'NEIL & BABBITT, industrial designers, are in new quarters located at 271 Madison Avenue, New York.

SCHMIDT & AULT PAPER COMPANY of York, Pa., has just appointed Leonard Fitzgerald as Philadelphia representative. His offices are in the Drexel Building.

EARL LINES recently joined the Package Research Laboratory of Rockaway, N. J. He was formerly advertising and sales promotion manager of the Florida Citrus Exchange.

SEE-THRU CONTAINER CORPORATION has removed its general offices from 22–20 Fortieth Ave., Long Island City, to 205 E. 42nd St., New York City. Telephone Murray Hill 4-5660.

HINKSON PAPER COMPANY is now located in its new plant at Palmer, Mass. New equipment, including presses, has been installed. The company was formerly located at Springfield, Mass.

CRAFTS, INC., Providence, R. I., manufacturer of advertising displays, announces its removal to larger quarters at 1 Mashapaug St., Providence. Joseph Ricci has joined the organization as chief designer and production manager.

ARTHUR G. ALTER has joined the sales staff of the National Process Company of New York. He was formerly sales executive and assistant production manager of Einson-Freeman Company and more recently with Graphicut Displays, Inc.

GENERAL PLASTICS, INCORPORATED announce the opening of a Detroit office in the New Center Building, Second Blvd. and Lothrop Ave., Room 518. The office is in charge of J. S. Miller, and a service man will shortly be added to the Detroit staff.

JESSE SROFE, nationally known designer of packages and window displays, has joined the Thomas A. Schutz Company, advertising display counselors, of Chicago. Mr. Srofe will have charge of the Cincinnati district sales office, located in the Carew Tower.

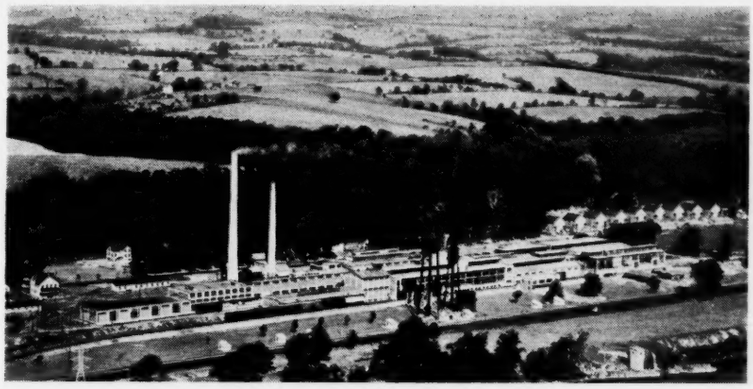
Truman L. Clapp and Saul Poliak have purchased from Roberts Everett his interest in Roberts Everett Associates, Inc. The company, the name of which will be changed to CLAPP & POLIAK, INC., is engaged in exposition management and public relations counsel, at 232 Madison Ave., New York City. Mr. Everett has severed his connection with the company, but will continue as executive vice president of the Dairy & Ice Cream Machinery & Supplies Association.

GEORGE E. HENRY has been appointed sales promotion manager of Designers for Industry, Inc., product and display stylists of Cleveland and Chicago. He will have his headquarters in International Building, Rockefeller Center, New York, Frederick D. Banning has been appointed chief engineer in charge of the engineering development department, Cleveland.

THE BORDEN COMPANY is now rigidly checking all its labels and bottle caps to make sure that they are legally and technically correct. RAYMOND HERTWIG who was formerly with the American Medical Association and the U. S. Department of Agriculture in connection with the Food and Drug Act, is in charge of the work. Since the company uses thousands of different labels, caps, inserts and outserts, the new procedure saves a great deal of time and money. Any advertising claims or information that may not be in strict accordance with law or science are now corrected before any new or reprinted labels reach their packages.

The second unit of UNION BAG AND PAPER CORPORATION'S new paper mill at Savannah, Ga., went into production recently. The new unit, designed to produce 40,000 tons of kraft paper annually, will duplicate the capacity of the first unit opened last July and will result in an estimated saving to the company of an additional $1,000,000 a year, as compared with buying paper in the open market or making it in the North. Construction of the second unit, begun in October, 1936, was completed on schedule at a cost of approximately $2,750,000. Construction of a third unit is now under way and should be completed early this Fall.

Several organization changes have been announced by H. W. Prentis, Jr., president of the ARMSTRONG CORK COMPANY. H. P. Smith, Jr., has been elected vice president in charge of manufacture. John J. Evans, Jr., has been appointed manager of the personnel department. S. E. Dyke becomes production manager of the company; C. F. Hawker, chief engineer; F. B. Menger, assistant chief engineer and chief project engineer; and J. A. Cummings, general superintendent of the closure plant at Lancaster, Pa. Mr. Cummings will be assisted at the above factory by two new superintendents, W. L. Clausen and E. D. Kemble. R. R. Clark and A. W. Bassett continue as assistant chief project engineers and George A. Reinhard, Jr., has been named to serve in the same capacity.



THE WORLD'S LARGEST GLASSINE MILL

But—

Yes, we do have the world's largest glassine mill, but mere size alone is not the reason that the Riegel Mills supply packaging papers to the nation's leading manufacturers in so many fields. Of course, size is an important factor in quality and service, but our real value to you lies in our ability to produce in this plant the greatest variety of packaging papers available from any one source today. From this group of over 130 lines most manufacturers can secure exactly the right paper to meet their individual needs from every standpoint—protection, attractiveness, production efficiency and economy. Why not write today and ask about the kind of paper you regularly need or some special type that must accomplish a given purpose?

RIEGEL PAPER CORPORATION
342 MADISON AVENUE • NEW YORK, N. Y.

There's a Gain in CONSUMER PREFERENCE

•

when you use

Hycoloid

UNBREAKABLE CONTAINERS

Hycoloid offers positive protection to products, because it survives intact all the careless handling a consumer gives it. Colorful, featherweight, labeled-in-process of production, it is better adapted for use in home or for travel—it won't break!

•

VIALS
TUBES
SPECIALTIES

Transparent or opaque, available in *every* color, Hycoloid should be tested by you NOW, to demonstrate its qualities.

Send for Samples of

COLORFUL ATTRACTIVE

Hycoloid
CONTAINERS VIALS SPECIALTIES

HYGIENIC TUBE & CONTAINER CO.
42 Avenue L, Newark, N. J.

The directors of the NATIONAL CAN CORPORATION, subsidiary of the McKeesport Tin Plate Corporation, have elected H. L. BUSCHMAN vice-president in charge of the manufacturing division, and A. G. HOPKINS vice-president in charge of the equipment division. Both Mr. Buschman and Mr. Hopkins have been actively associated with the National Can Corporation and its predecessors for many years.

Officers of the newly formed UNIT PACKAGES, INC. are as follows: Harold M. Bowman, president; W. M. Rose, vice-president; A. B. Drake, treasurer, and Harold Lyon, secretary. These men, together with William M. Bristol, Jr., constitute the Board of Directors. The company will engage in the production of private brand packages utilizing hermetically sealed (one application) collapsible tubes for products such as shampoos, hand lotions, lubricants, medicinal and other powders, and liquor (miniatures). The company's office is at 98 Frelinghuysen Ave., Newark, N. J. Mr. Bowman was for seventeen years production manager of Stanco, Inc.

CONTINENTAL CAN COMPANY, INC., will further diversify its business by the manufacture and sale of crown caps or seals for bottles and cap sealed cans Initial orders have been placed for some of the equipment to be used, although a considerable portion of the machinery required is being developed in the company's own machine shops. The company has been manufacturing caps in Cuba for many years.

It is not expected that any substantial outlay will be required in connection with this additional business, it being the intention to make use of present plant facilities, establishing cap manufacturing units at various points throughout the country as the business develops. Present plans provide that the first units will be established at the company's plants at Baltimore and Chicago.

Speakers at the CANADIAN PAPER BOX MANUFACTURERS ASSOCIATION convention held June 21 at the Seigniory Club, Montebello, Canada, included A. Ballenberg, treasurer of Morris Paper Mills, and Alan S. Cole, vice-president and general manager of Breskin & Charlton Publishing Corporation. The former spoke on the subject of cost finding and showed an interesting array of charts and diagrams to illustrate his points. Mr. Cole's address, "Laying the Groundwork for Package Design," was likewise well received. His talk was followed by a showing of MODERN PACKAGING's color and sound moving picture, "The Miracle of Modern Merchandising."

The following officers of the Canadian Paper Box Manufacturers Association were elected for the ensuing year: President, A. Manchester, Manchester, McGregor Limited; vice-president, H. G. Turnbull, National Paper Goods Limited; directors, G. W. Brown, Gair Company Canada Limited; J. G. McDermid, Somerville Paper Boxes Limited; R. P. Reid, Consolidated Lithograph Manufacturing Company Limited; L. P. Morrison, Automatic Paper Box Company Limited.

Continental Can Company

NEW YORK CHICAGO SAN FRANCISCO

FOR YOUR INFORMATION FILE

Unless otherwise indicated, copies of catalogs, booklets, etc., mentioned in this department may be obtained without charge by writing to the sponsoring company at the address given.

CANNED FOOD HANDBOOK contains authoritative answers to 38 queries about commercially canned foods. It is designed to correct mistaken ideas and fallacies about canned goods. Copies may be obtained from Advertising Division, American Can Co., 230 Park Ave., New York.

HOW TO SEAL CORRUGATED BOXES is the first of a series of packaging handbooks to be published by the Hinde & Dauch Paper Company. It includes instructions and suggestions on the four main methods: adhesives, gummed tape, stitching and metal straps or wires. Copies may be had by writing Hinde & Dauch Paper Company at Sandusky, O.

STEEL BARRELS AND DRUMS, The Division of Simplified Practice of the National Bureau of Standards announces that Simplified Practice Recommendation R20–28 (Steel Barrels and Drums) has again been reaffirmed without change by the standing committee of the industry. Copies may be obtained for five cents each from the Superintendent of Documents, Washington, D. C.

B. F. GOODRICH COMPANY, Akron, Ohio, has introduced a new sampling display for rubber bands. This is in the form of a folder with die cut projections. Samples of each band are held in place so the customer may make the desired selection. Style numbers and dimensions are given for each of the 21 different bands as well as detailed information on quality, assortments available, etc.

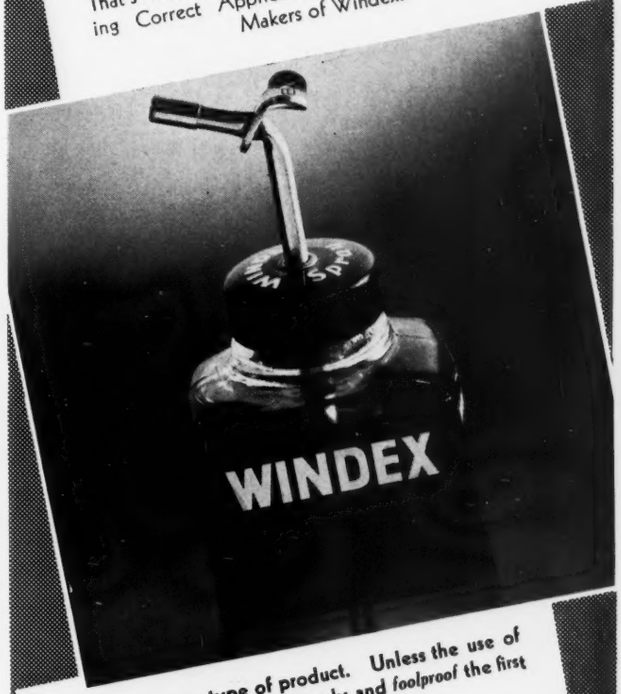
AN OIL RESISTANT COATING for paper oil containers has been developed by Roxalin Flexible Lacquer Company, Elizabeth, N. J. The interiors of these containers are flushed with a fluid of lacquer emulsion. This durable leak-proof coating allows the oil to drain readily. It is said the new finish will not be absorbed by or stiffen the coated article but will form a flexible, adherent surface. Details are available from the company.

CORNELL UNIVERSITY, Ithaca, N. Y., recently published a study, "The Retail Handling of Vegetables." Its purpose is to enable retailers to reduce loss of vegetables from deterioration and waste by pointing out improved methods of handling and display. Most favorable temperatures, humidity and other requirements for preserving all kinds of vegetables are explained. The spray rack, for example, produces a fine mist which prevents water loss and wilting of leafy vegetables.

EVERY PACKAGE IS A "TRIAL PACKAGE"

with a product like this

That's Why The Federal Sprayer Attachment—Insuring Correct Application—Is so Important to the Makers of Windex.



Windex is a new type of product. Unless the use of the product is made easy, speedy and *foolproof* the first sale will be the last.

But the makers of Windex are getting repeat sales . . . in ever increasing volume, because they have had the foresight to provide an attractive, simple, foolproof, sturdy sprayer attachment . . . made to outlast the product by the largest firm in the field, Federal Tool Corporation.

Federal Tool experts have designed and manufactured hundreds of different types of sprayers and dispensers for every imaginable type of product. Their experience is at your command. Just send them your product and present package and they will make up—without charge or obligation—a specially designed sprayer for your product. Write today—

A few of The Many Federal Standard Types . . . to fit all shapes and types of containers.

FEDERAL TOOL CORPORATION
SPECIALTY DIVISION
400 North Leavitt Street CHICAGO, ILL.

LACQUER COATING SERVICE

Because our work . . . and our unfailing speed and delivery . . . have satisfied so many large users of lacquer coated box wraps, labels, etc., we have again been compelled to enlarge our facilities. As it stands today, our plant is outstandingly the finest in its field. Specializing, as we do, in lacquer coating, varnishing, gumming and die-cutting, we are able to offer relief from all the grief and headaches of this work to both manufacturers and printers.

LOWERY AND SCHWARTZ, INC.
295 LAFAYETTE STREET
NEW YORK CITY
CAnal 6-7703

Jumbo Can for Beer

A significant innovation in the manufacture of beer containers has presented brewers throughout the United States with an opportunity to tap an even larger share of the rapidly expanding market for packaged beer. A new full quart-sized cap sealed can has been developed by Continental Can Company, Inc., which is a streamlined version of the old-fashioned "growler" with more sales punch than the "bucket of beer" of the old days.

The jumbo can was adopted first by P. Ballantine & Sons of Newark, N. J. They are pushing it under the name, "Bumper," in New York City and State, New Jersey and New England.

F. Gladden Searle, Continental Can's vice president in charge of sales, states: "This is the first time in history that a full quart of beer has been sold in a sealed can. Already it has proved to be an enormous success. The market for the quart cans of beer has every promise of growing even more rapidly than did the demand for quart-sized containers for ginger ale some years ago.

"In 1933, 31 per cent of 20,469,370 beer sales (in terms of barrels of 31 gallons each) were packaged sales. In the first three months of 1937, 42 per cent of total beer sales were in the packaged classification.

"Heretofore there was no can strong enough to withstand the pressure of a full quart of pasteurized beer. This obstacle was overcome by perfecting a new type side seam. Continental has also perfected a lining which protects more effectively the quality of beer or ale. This lining is applied after the can itself is completed, and undergoes no crimping or bending during the manufacturing process."

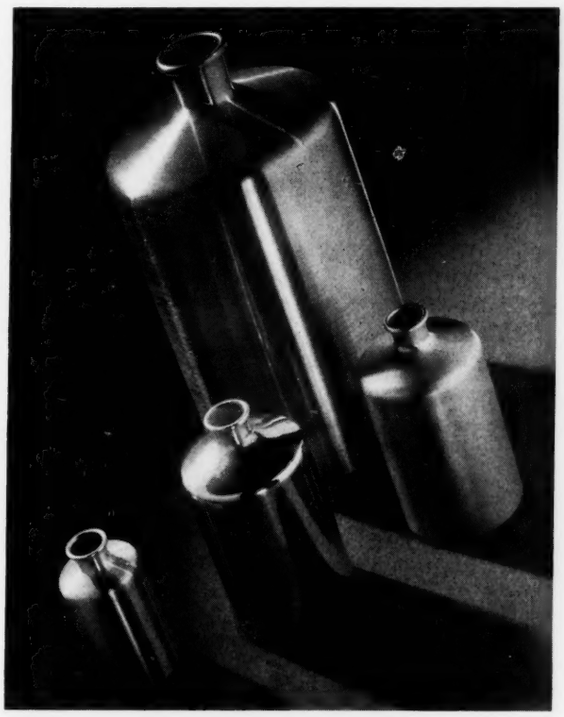
In addition to the sales appeal of the quart can and its technical advantages, it may be adopted by brewers at relatively small cost. Brewers with 32-oz. bottle lines can easily and quickly adjust this equipment to handle these new 32-oz. quart cans. The small size and light weight of the quart can offer further economies in shipping costs. Although it holds a full 32 oz. the can is just $3\frac{3}{4}$ in. in diameter and $6\frac{1}{8}$ in. in height. A case of filled quart cans weighs only 30.40 lbs., which is at least 30 per cent less than the weight of the quart containers in use previously.

Aluminum Bottles Now Made Here

For safe handling of essential oils, many manufacturers are using bottles made of aluminum, such as the ones shown in the accompanying illustration. Containers of this type were first used in Europe; in fact, until a few years ago, practically all of the aluminum bottles in the country were imported from Europe. It was customary to import the bottles as well as the oil, later transferring the oil from drums to smaller containers for reshipment to other countries.

However, within the past two years, the situation has changed, and it is now possible to obtain in this country, aluminum bottles for all needs, in sizes ranging from one-half an ounce to four gallons. Manufacturer of the aluminum bottles is the American Aluminum Ware Company, Newark, N. J.

The unusual strength of these containers is a great advantage. They will stand all measure of rough treatment, and, of course will not shatter. Also, they are



Aluminum bottles in various sizes are now "made in U. S. A."

entirely impervious to light. This combination of characteristics means greater protection for the contents, as well as a definite reduction in insurance rates. Made of aluminum, the bottles are materially lighter than ordinary bottles, which means lower shipping cost, either in cases where duty is based on gross weight (including the packing material) or the legal, or net weight.

Essential oils are not the only products carried in aluminum bottles. Bakeries use them as mix flavor holders to eliminate glass breakage. Many aluminum bottles are utilized by confectioners and perfumers, and some are finding their way into the retail packaging field to meet specialized needs.

It's time to reconsider

LUSTEROID *containers*

Perhaps you once thought of using this type of container .... strong, light, unbreakable, transparent, seamless, easily printed, easily colored.

Perhaps its use has never occurred to you. In either event, it's time to reconsider.

Recent developments make the Lusteroid Container of today a great advance over even the excellent containers of two or three years ago.

We can do unheard of things with Lusteroid. And some of these things will whisk many products to higher sales within the next few years. On the off chance that yours is one of these products, we suggest that you reconsider Lusteroid containers.

A note or phone call will bring full information and samples.

LUSTEROID
CONTAINER COMPANY, INC.

Formerly Lusteroid Division of The Sillcocks-Miller Company

10 PARKER AVENUE, WEST
SOUTH ORANGE, NEW JERSEY

A BEETLE SETTING FOR HAMILTON VALUE

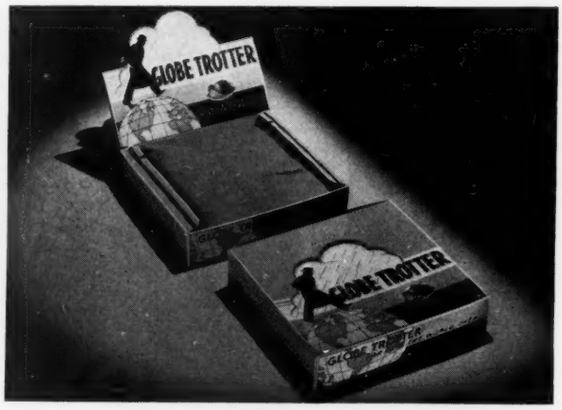
HOW to stress quality without straining for effect is a problem in packaging that has troubled many a manufacturer. The Hamilton Watch Company used Beetle* for the two cases shown here and achieved a splendid balance of classic dignity and modern originality. For settings that emphasize value, Beetle offers unlimited possibilities. Beetle adapts itself with ready ease to any package design, large or small, simple or intricate. Would you like to give your product a more impressive background for display? A word to our office will bring quick action from our experienced technical staff.

** Trade-mark of the American Cyanamid Company applied to urea products manufactured by them.*

BEETLE PRODUCTS DIVISION OF AMERICAN CYANAMID COMPANY
34 ROCKEFELLER PLAZA, NEW YORK, N. Y.

Beetle
IT'S ALL COLOR AND IN ALL COLORS

In the smaller sizes, aluminum bottles are drawn from a single piece of metal. The large bottles are made in sections and assembled by welding. Finishes vary; some are given a wire brush finish, others are buffed and polished or treated in other ways to confirm to individual customer requirements.



Globe Trotter Raingard, for those days when skies are threatening and even go further than that, is packaged in an appropriate carton—the cover die-cut so that it may be bent back for display purposes. The Globe Trotter is a product of Arrow Importing Company, Cleveland

GREATER UNIFORMITY IN LABELS

(Continued from page 45)

Now, for the other side of the story, Mr. Allen tells MODERN PACKAGING the following: "The packages used for Underwood products, which have been internationally known for so many years, have gone through a number of changes. These previous changes that have been made show the devil, the company's original trademark, in various shapes and renderings. The word 'Underwood' had not been associated with the devil in such a way as to make the Underwood name as prominent as that of the devil. To adjust this was the first problem for consideration.

"The placing of five letters on one side of the mark with four on the other seemed impossible. Rudolph Ruzicka, however, rendered this so cleverly that it was at once accepted by the Underwood people as well as ourselves and it has made a very attractive mark.

"This mark is placed in the same position on each label and in the same style rendering. The lower part of the label carries the fine dark lining to give a play of color to the background, well supporting the white lettering of the titles in every instance. The weight and name in reverse lettering placed at the bottom gives a very satisfactory result.

"In addition to the deviled ham, chowders, clams, sardines, etc., the Underwood company is now marketing puddings of various kinds together with a delightful assortment of soups.

"The old Underwood Original Deviled Ham wrap as it appeared on the can showed the devils around the side, and from a front view were barely noticeable. On the

top the devils were placed evenly and showed a decidedly irregular and unpleasant arrangement of the trademark.

"The new deviled ham wrap shows the devils spaced on the top and bottom of the can wrap so that they meet each other around the edge, making an interesting border. Here, too, the devil is centered between the word 'Underwood.' As this motif appears on the shelf or counter the lightness of the top gives the trademark full sway."

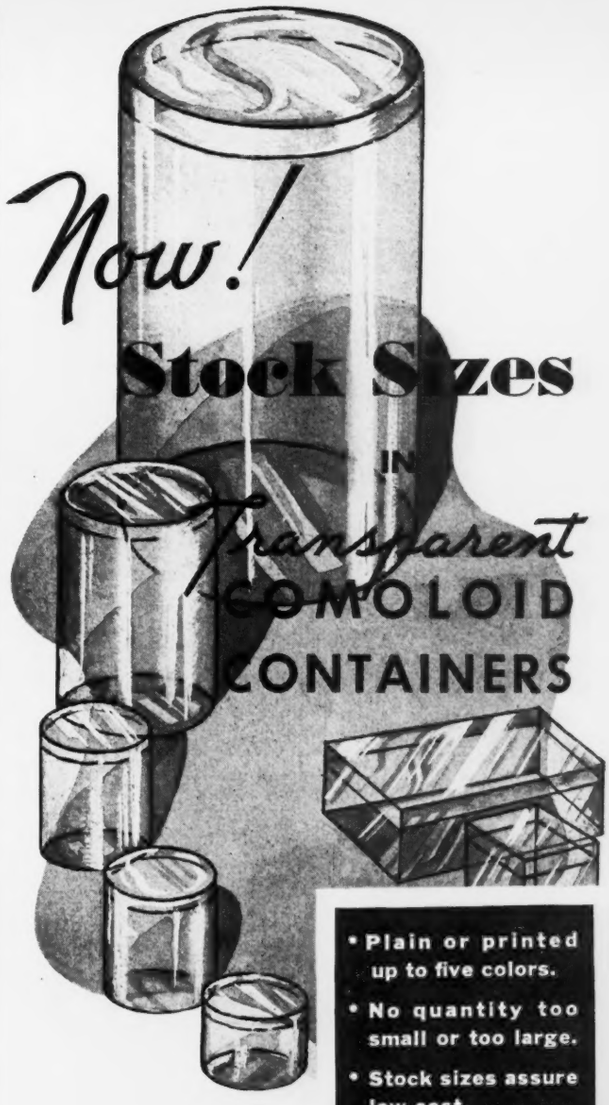
While it is too early to speak of the actual accomplishment of the relative sales effectiveness of the new Underwood labels, as compared with the former types, if expressions of sales opinions by representatives, wholesale and retail grocers and chain store operators are any criterion it is safe to say that the new labels will have far greater appeal to the consumer than the old. Such opinions also indicate that in stores where competing products are sold, the new labels will influence the selection of the Underwood package, by the consumer, in preference to the competing package if the two are displayed together.

EXPLODING TRADITION IN FIREWORKS

(*Continued from page 43*) plete with gun, targets and ammunition. The Sparkit Firecraft Kit includes a special wire mesh holder for sparklers that absolutely prevents contacting the hot end (safety) and because of a powerful spring-grip holder makes it possible to swing the "Liberty Lamp" in every direction or to place it inverted on the ground (fun). These new safety features are frankly designed to appeal to parents, and to meet the often justifiable criticism of fireworks that sometimes leads to prohibitory legislation in some localities.

The Buck Rogers Kits represent what is virtually a restyling of the Firecraft kits on an "inter-planetary" basis. Millions of children live the life of Buck Rogers in his space ships, battles with the Asterites and all the other events of 500 years hence which so intrigue the minds of our boys and girls. In this transformation, wrought entirely by package and product decoration, the Army Cannon (mechanism the same) becomes a Buck Rogers Disintegrator and the Kandle Kit a Sun Gun! The only outward resemblance between the two is in the dimensions of the box, and the inclusion of the modern eagle identifying every National product. Thus are the same basic play and safety elements developed along two radically different lines, bringing appeal to totally different groups of kids.

The reception of these new lines by distributors has been phenomenal. After the initial announcement was made to the trade, inquiries and orders poured in by letter and wire; and significantly many said they would want the whole National line as well as Firecraft and Buck Rogers! Thus had the two-fold purpose of the merchandising plan been realized—and with a vengeance. To give added impetus; considerable advertising in full color will be used in leading boys and comic magazines. All the way through, the play and patriotic elements will be featured. Each kit contains a card telling why we celebrate the 4th of July and offering a gold badge signi-



- Plain or printed up to five colors.
- No quantity too small or too large.
- Stock sizes assure low cost.
- No costly die expense.
- Any thickness
- Quick delivery

The sales stimulating appeal of transparent COMOLOID packaging is an accepted fact! Now — Columbia's stock sizes permit you to glorify your products at LOW COST. Special packaging problems receive the individual attention of the originator of transparent packaging who is associated with Columbia.

COMOLOID gives crystal clear visibility, protects your product from every climatic condition, does not shrink, dry out, discolor or wrinkle.

Send us your requirements — no obligation.

COLUMBIA PRODUCTS CORP.
221 McKIBBIN St. BROOKLYN, N. Y.

means what it says when

U P A C O
CELLULOSE
ADHESIVES

are on the job!

Several years ago the Union Paste Company anticipated the developments in the transparent wrapping fields and set up its well-staffed research department.

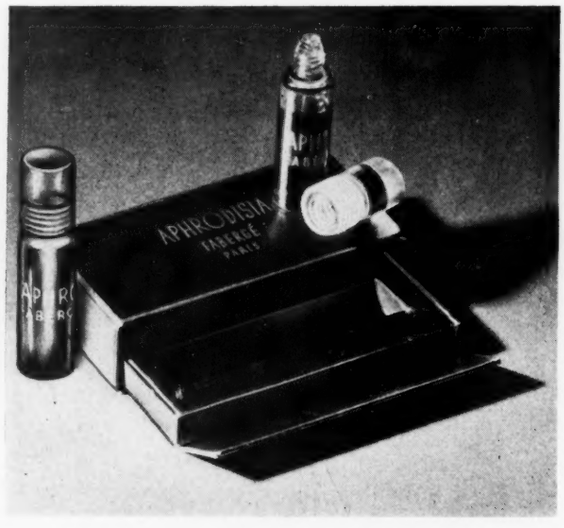
Today, that department, grown and extended, looks back on a record of thousands of cases in which it has solved the individual problems of different manufacturers. Particularly in the cellulose adhesive field, where every job presents its own problems, this background of experience is outstandingly valuable . . . to you as well as to us.

Call upon us for correct, individualized formulae to meet your particular problems. The fact the UPACO is the leader . . . in product and in research, is your guarantee of a quick, satisfactory and permanent solution.

UNION PASTE CO.
200 BOSTON AVE. MEDFORD, MASS.

fying membership in the National "G" Boy Patrol organized to promote a safe and sane Fourth.

Firecraft and Buck Rogers are the really important "underwater" part of the National merchandising plan, and would have brought success without any changes in the styling of the regular lines. But National knows that a better looking package is easier to sell, and although it will not take the place of any advertising or publicity, it will make each advertising dollar go a little further, and make the selling job a little easier for everyone concerned. That is why in addition a little attention has been given to the visible part of the "iceberg," and individual packages are brought into the "family" style illustrated in the natural color cover photograph. The basic pattern consists of equal bands of red, white and blue against which lettering is placed, interchanged in color wherever possible. As the lines are further developed, more and more variations in color and style (well within the limits of the basic pattern) will be introduced to give variety and consequent interest. The two illustrations of "before and after" styling show how radical are the changes that have been made. Such changes as these involving surface decoration only will be accepted and acclaimed by dealer and consumer alike. Besides, no one will miss the old familiar packages—and that is the real lesson, the hard-to-learn lesson in modern packaging. Consumers are not sentimental—all the sentiment is at the home office—give them something new and better looking, and you'll get their business just as you have always had it and lots and lots more from the hundreds of thousands of young and modern prospects you've got to sell every year. National Fireworks accepts this fundamental merchandising principle because sales dollars have demonstrated its truth.



Encased in a dainty and colorful plush-lined chest with a slide-drawer compartment, a new perfume known as "Aphrodisia" has been created by Faberge, Inc., manufacturers of fine American perfumes. To heighten the utility and appeal of Aphrodisia, Faberge selected Kimble applicator-top vials as the container, equipped with a transparent molded plastic cap. The Kimble glass vial with its specially designed closure presents a distinctive streamline, cartridge-like appearance—extremely handy for purse or evening bag

"FRIENDLY" INSTEAD OF "FAMILY"

(Continued from page 50)

Red Label sheets and pillow cases were the first items to be worked on. Red was the obvious color for the dominant accent. A photograph of a bed with the sheets opened up was selected as the most inviting way to picture the product. Giving emphasis to rest and comfort seemed far better than calling the attention of the housewife to the drudgery of either making beds or washing sheets. The photograph was reproduced as a duograph using black and blue-green to suggest night. An innovation in all of the boxes was the printing of the box base in a color to contrast or harmonize with the top and to provide a desirable contrast with the white of the pre-laundered fabric. This rich flood of color is so arranged that there is no possiblity of it rubbing on the fabric although there is provided a "surprise" element in opening the carton.

The theme adopted for the Pepperell Quality Muslin calls attention to the universal acceptance of this line. In delicate outline of white on the middle value old rose background is suggested the world with the four points of the compass extending to opened beds. The Pepperell Fabrics trademark, superimposed on the globe, sparkles with yellow and echoes the yellow in the words "Pepperell Sheets." The rest of the lettering is in white.

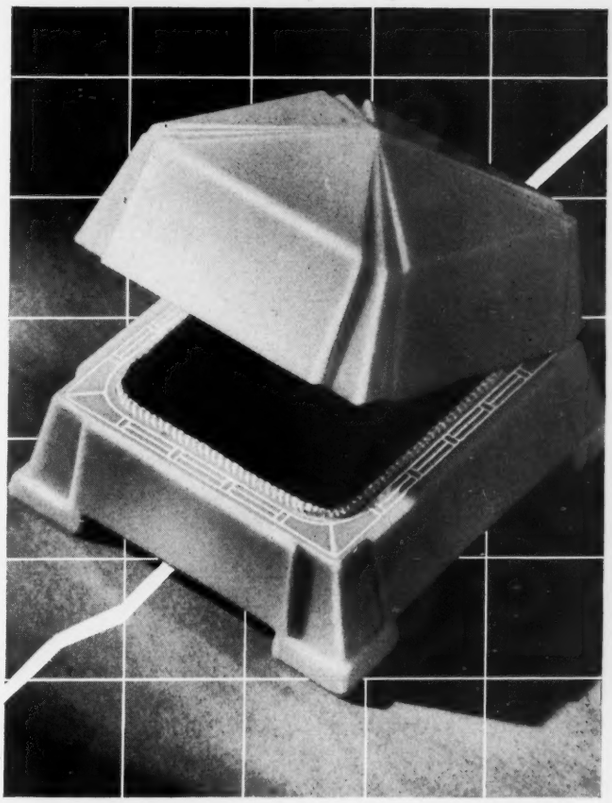
Quiet dignity surrounds the design for the Pepperell Percale box. On this box, the blue-green and gray is set off with the small accent of old rose in the trade mark.

The new Pepperell Tapered-Weave sheet offered a somewhat different problem to the designers. Here was a distinctly new idea in sheet construction. The extra warp threads in the "wear-out zone" gave it a definite selling point that the consumer would be glad to know about. The design adopted for this sheet, worked out in blue and yellow, provides a decorative diagram by means of which the retail salesman can easily explain the unique feature of this new fabric.

A general box was required that could be used to package a number of miscellaneous items. This requirement was solved by the creation of a box of the same type as the others, made of a gray clay-coated board and printed in an all-over design of the name Pepperell in silver. The large areas of unprinted board allow the various labels ample pasting surface. The neutral tone of the box prevents any possibility of clash of color when the various labels are attached.

The colors of the inks specified were transmitted from Alcott, Thoner & Marsh to the Sterling Engraving Company in New York to The Robertson Paper Box Company in Connecticut by means of the system of color notation adapted by the International Printing Ink Company from the Munsell system.

The Pepperell line of sheets and pillow cases is now completely packaged in boxes that protect, inform and please. As this practice spreads further and further through industry the proof grows that consumers buy, most frequently, those things that are easiest and pleasantest to buy.



Step your sales
AHEAD

The subtle effect of a superbly designed and executed molded plastic container has an important bearing on the sales of your product.

The permanence of molded plastic boxes, the startlingly beautiful effects obtainable only with plastic compounds, add sales compelling attractiveness that sends sales curves up and up.

To be sure of getting these all important points, come to the molded plastic division of Auburn Button Works. Sixty years of mastering molding problems has given us an unequalled knowledge. Our list of sales winning packages testifies to our success in turning our experience to practical value. Yet this experience costs you nothing—is yours for the asking.

Let us put this experience to work for you to boost your sales curve during the coming season. Write—

***Auburn Button Works, Inc., molds jewelry boxes only for Dennison-Farrington Mfg. Co. Our resources are available for any other molded container you desire.**

Established 1876

MOLDED PLASTICS DIVISION OF
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AUBURN, N.Y.

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seals big bags, too!

A tiny cellophane envelope or a fifty-pound bag—Bostitch supplies the equipment to seal it *Quickly, Neatly, Securely,* and *at Little Cost.*

Production speeds to suit the requirements of the job.

Staple sizes to give the strength desired.

Penetrating power for any package material.

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Tell us Your Problem—

BOSTITCH may have The Answer

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☐ Please send facts on Bostitch for bag and carton sealing.

☐ Send new folder showing 38 representative Bostitch machines.

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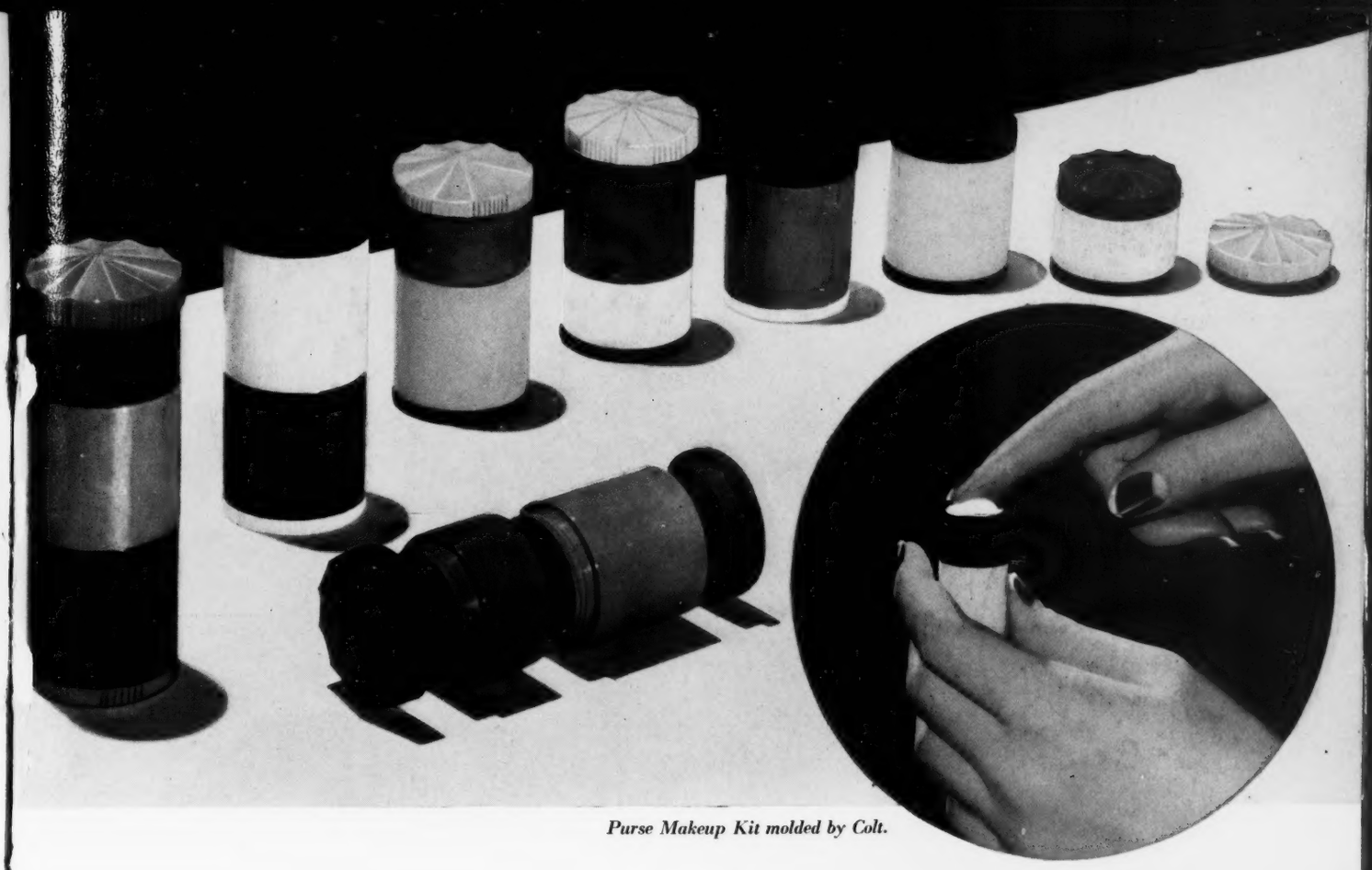
MODERN PACKAGING
BRESKIN & CHARLTON PUBLISHING CORP.
425 FOURTH AVENUE, NEW YORK CITY



Purse Makeup Kit molded by Colt.

BEAUTY PARLOR IN A HANDBAG

Here's the latest boon for ladies . . . the new Colt Purse Makeup Kit. It contains everything needed to keep their glamor up to par . . . rouge, creams, eyeshadow, each in a separate little Durez jar. A twist of the fingers opens any of the several sections.

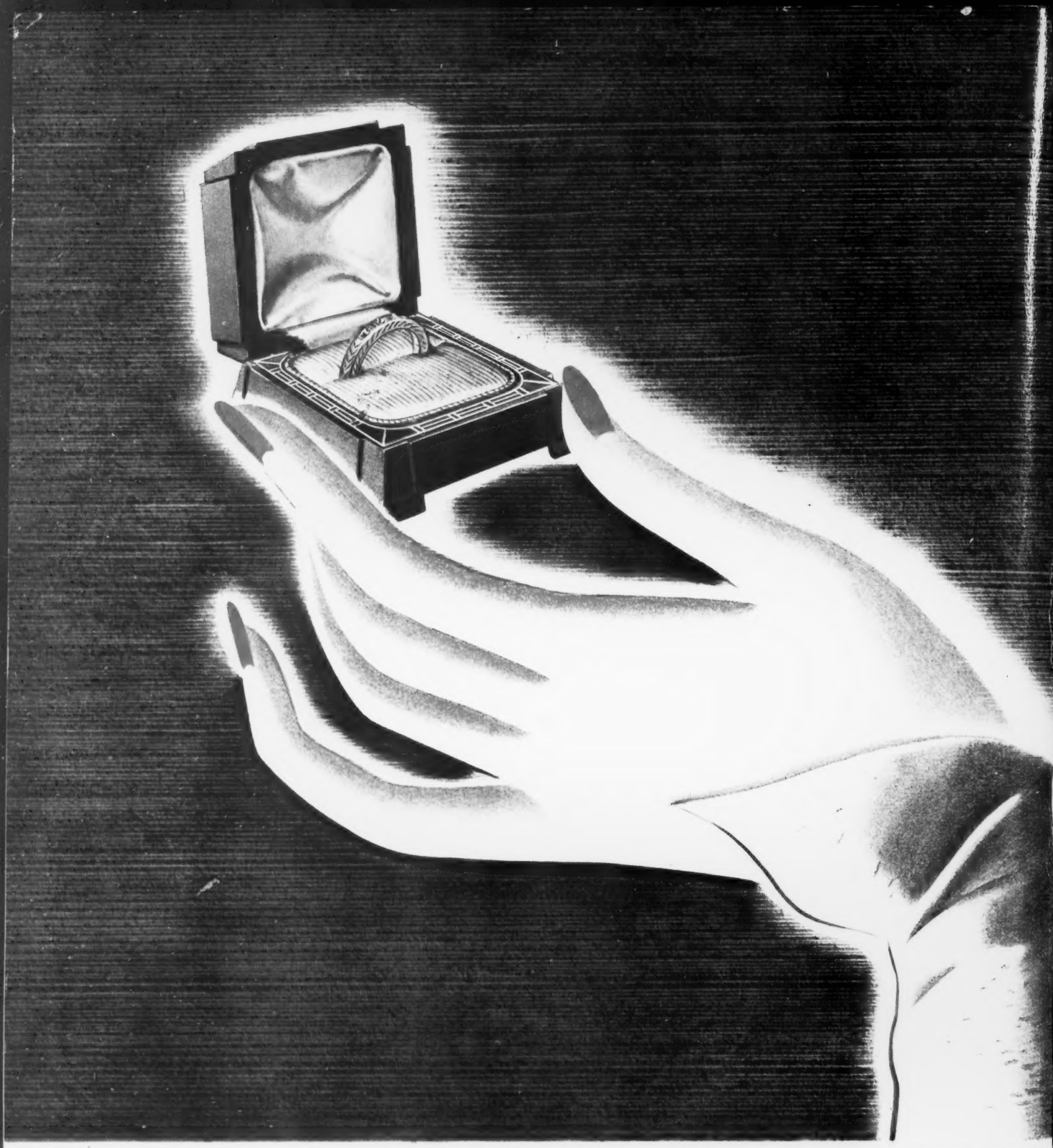
The ensemble is light in weight, compact, ideal for carrying in the purse. It can be used to carry tablets in addition to cosmetics. Convenience and gay, contrasting colors give it real "impulse appeal" and it's a good reminder to specify a certain brand on repeat sales.

Durez can give the same advantages of color, light weight and unusual design to many other types of packages. If you are considering a new package investigate Durez. Let us send you further information and free monthly copies of "Packaging News". General Plastics Inc., 127 Walck Road, North Tonawanda, New York.

Compliments began showering in from every direction when Dermalure creams appeared in these sleek, beautifully styled Durez jars. Customers thought they were exceptionally beautiful—and showed it by their purchases.

Dust hasn't a chance when this Durez eyecup is used. It's the first eyecup ever to be packaged, far more sanitary than the older style. It always feels pleasantly warm, can never rust, dent, chip or develop sharp edges to cut the skin.

The Modern Packaging Material **DUREZ**



Dennison Ring Box molded by Auburn Button Works

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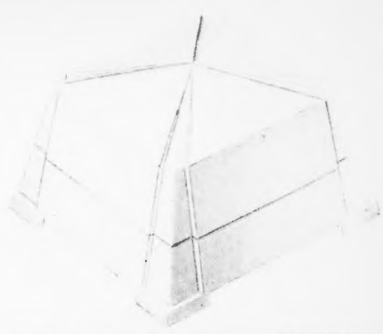
● So many modern packagers have profited by using Molded Color that it's good business to know what it can do for you. Write the world's largest producers of urea plastics.



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